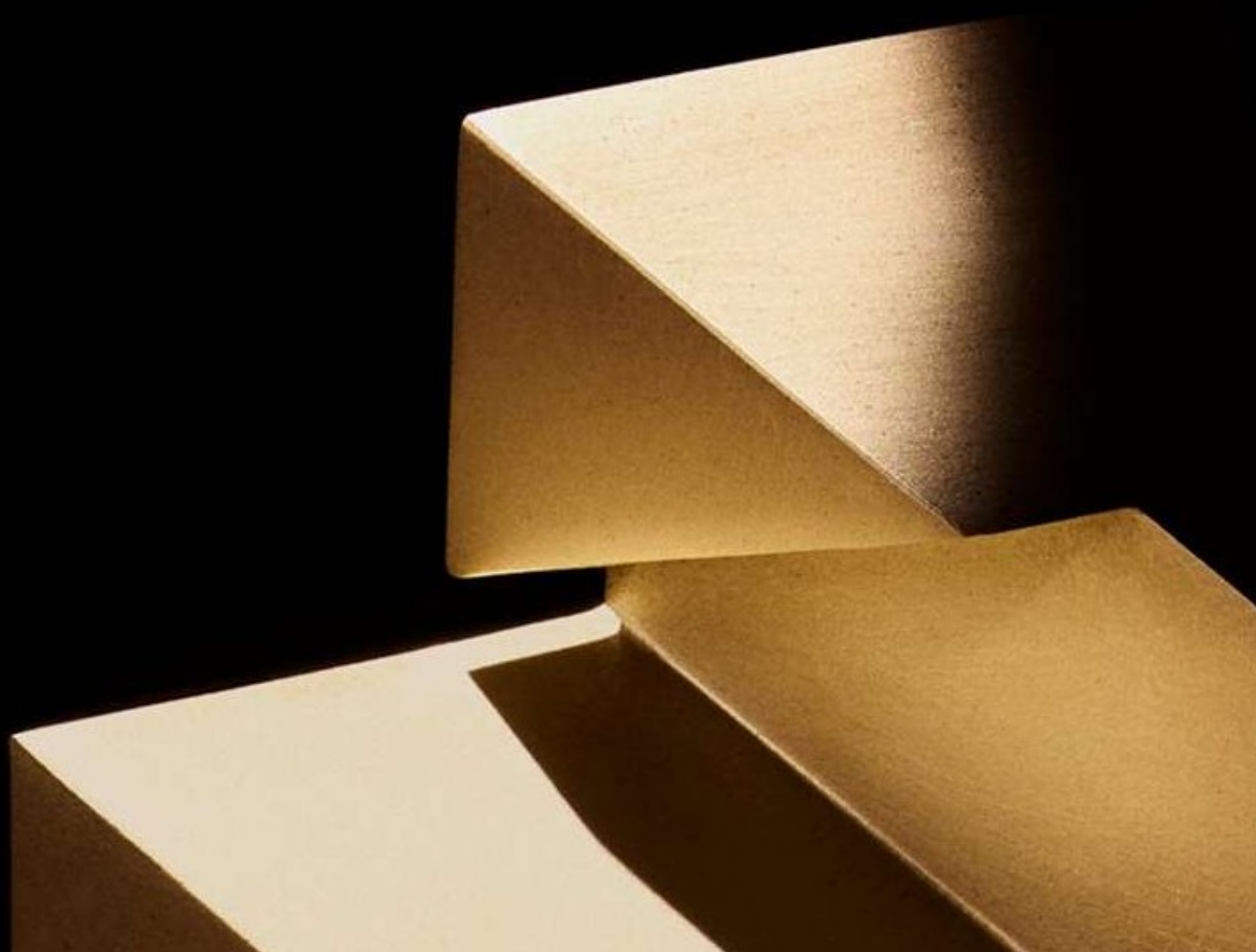




Smart creativity.  
Genuine results.

Celebrating effectiveness in marketing.

Entry Kit 2026



# Introduction

The Effie Awards are a globally recognized symbol of outstanding achievement. We are proud to honor all types of effective marketing and the people who make it. By participating, you are helping to build a legacy of brilliant thinking that will inspire marketers for years to come.

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 and 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/7>.

If you have questions at any stage of the entry process, please reach out to us at [awards@aaaa.com.hk](mailto:awards@aaaa.com.hk).

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

# New for the 2026 Effie Awards HK Competition

We know you have a story to tell, and we want to help you tell it effectively. Each year, the Effie team carefully reviews all feedback we receive from judges, entrants, and partners, along with competition data trends. These insights drive our ongoing program improvements to ensure that the Effie Awards remain relevant and valuable, while reflecting the ever-changing marketing landscape. Please review key updates to the 2026 Effie Awards HK competition below.

New in 2026:

## CREATIVE REQUIREMENTS:

**Creative Reel:** Entrants now have the option to include results in the creative reel. While the main focus of the reel is to show the integral creative work as the audience would have experienced it, this update offers the opportunity for richer, more comprehensive storytelling, showcasing all forms of marketing effectiveness.

See page 25 for updated requirements.

## NEW CATEGORY:

- International Marketing

## CATEGORY REFINEMENTS:

- **Positive Change:** category definition has been updated.

See pages 39 - 56 for all category definitions.

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# How to enter

The background features several overlapping, semi-transparent geometric shapes in shades of grey and black. A prominent, bright yellow line runs diagonally from the upper left towards the lower right. Below this line, there are blurred, glowing yellow bands that create a sense of motion and depth. The overall aesthetic is modern and high-tech.

# Eligibility

**ALL MARKETING ACTIVITY THAT RAN IN Hong Kong AT ANY POINT BETWEEN MAY 1, 2025 AND JUNE 30, 2026\* 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, except for the new category - International Marketing. 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.

Ensure that you have the required licenses, consents and rights to enter. Review the Effie Awards Authorization Form which contains the Competition Terms in the Entry Portal for further details.

\* Sustained Success and Performance Marketing categories have separate entry forms. 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.
- 2025 Gold Effie Winners can only re-enter a category in which they did not win Gold.
- Past Gold Sustained Success winners can re-enter the Sustained Success categories after 3 years - Gold winners from the 2022 competition and earlier are eligible to enter.
- 2025 David vs. Goliath & Challenger Brand Solutions winning brands (Gold/Silver/Bronze) cannot re-enter these categories in 2026.

## 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 14, 2026	\$3,000	\$4,000
Deadline	August 18, 2026	\$4,500	\$6,000
Late Entry	August 24, 2026	\$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 2021-2025 Effie HK competitions. Discounts cannot be applied until you have created an account in the entry portal and cannot be requested after August 28, 2026. 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).

## HOW TO PAY

Payment is due September 8, 2026.

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 must verify your total payment amount with HK4As before processing the payment. Any discrepancy in the payment amount may delay processing, and HK4As reserves the right to impose an administrative fee.

Payment Method:

1) By check:

Make payable to *"The Association of Accredited Advertising Agencies of Hong Kong"* and deliver by hand or courier to the 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: HSBCHKHCHKH

Account Name: The Association of Accredited Advertising Agencies of Hong  
Kong

Account Number: 025-2-059464

Whether payment is made by cheque or bank transfer, please ensure that the invoice number is indicated on the back of the cheque or referenced in the wire transfer notes. A payment notification must also be sent to HK4As by emailing [awards@aaaa.com.hk](mailto:awards@aaaa.com.hk), attention May Chow. Alternatively, it may 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 under all circumstances, including disqualification.*

# How to submit your entry

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

To enter, you will need to complete all questions in the Entry Portal and sign the Authorization Form. To prepare your entry, we recommend you:

1. Create an account on the Entry Portal and review the Authorization Form, which contains the Competition Terms. Once all credits and publication permissions are completed in the Entry Portal, you will need to download a copy of the Authorization Form and have a company officer sign.
2. Use the relevant Entry Form Template to prepare your answers to the entry questions - 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 in the template, 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 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**. Additionally, Commerce & Shopper has a limit of two categories and Topical & Annual Events has a limit of one category per entry. 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.**

## MULTIPLE CATEGORY SUBMISSIONS:

The entry portal allows you to submit your work to multiple categories. Standard details (like credits) can be replicated across entries, while answers to category-specific questions can be customized.

When starting a new entry, browse the category list and click **"Add to Entry"** next to each desired category. You can also add more categories later by scrolling to the top of the entry form and clicking **"Add to More Categories."**

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.

By default, your answers will carry over to all selected categories. Use the **Multi-Category "Show/Hide"** button in the portal to choose which categories should receive customized answers, allowing you to tailor your case to the specific category requirements.

**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, Topical & Annual Events and International Marketing.

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 required information.

# 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
- Data-Driven
- Digital Commerce
- Experiential Shopper Marketing
- New Product / Service Introduction
- Omni-Channel Shopper Solution
- Retail Media

### Digital

- Artificial Intelligence (AI)
- Engaged Community: Products / Services
- Influencer Marketing: Micro to Macro Influencers
- Influencer Marketing: Mega-Influencers
- Performance Marketing
- 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
- Media Idea
- Media Innovation: Emerging & New Channels, Existing Channels

### Positive Change

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

### Topical & Annual Events

- Crisis Response / Critical Pivot
- Current Events
- Seasonal Marketing: Products / Services

### International Marketing \***new**

- International 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 is 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. This 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 objectives should directly link to the customer or target audience in some way and are typically focused on specific behavior changes you want to achieve. Examples may include starting a new behavior, increasing an existing behavior, reducing an existing behavior, stopping a behavior entirely etc. You can have up to 3 of these objectives - only 1 is required.
- **Campaign/Activity:** What did you set out to change or reinforce through your activity? For example, attitudes, perception, social discourse etc. You can have up to 3 of these objectives - only 1 is required.

## 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. If relevant, include any important changes that optimized the creative while the activity was running.

## 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. If relevant, explain how you changed your spend across channels as part of your campaign optimization.

## KEY VISUAL

You have the option to upload a single image to accompany your explanation, to show how you brought your strategy and idea to life. It may be a media plan, a marketing mix visual, a flowchart, a calendar, a storyboard, etc.

## 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 the KPIs as outlined in Section 1.

- Explain how the results impacted brand and its 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. You must include a clear time period for all data shown.
- 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

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?

- It is important to make a compelling argument around why marketing led to the results achieved, eliminating or attributing other factors such as weather, business events, etc. that could have contributed to your success.
- When this section is not addressed thoroughly, judges may assume attribution to other factors.



# 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 competition and eligibility rules.** The creative work and the written text of the entry must be the original work of the credited companies and authors, and the entry must meet the competition requirements. Data presented must be isolated to Hong Kong & work must have run at some point between 5/1/25 and 6/30/26. 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 and 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. Ensure all data, details for sources, etc., are included in the written case.

**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: no competitor logos/creative work, the integral creative work must be shown and 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, including dates. Entries that do not source data will be disqualified.

The entry form has a SOURCING box provided at the bottom of each scoring section for all references/footnotes. This allows entrants to provide full sourcing details 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. Sourcing layout: Source of Data/Research, Research/Data Type, Dates Covered.

Judges cannot click on external websites when reviewing your entry. Be sure to include all key sourcing details like publication, article name, dates, time period covered and additional details that will help judges to understand it is a legitimate source and to verify the data. Include the website of the source when available, in addition to all the details listed above. However, the URL is not a substitute for providing the additional details.

## 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. The sourcing sections should only be used to provide detailed citation for footnoted sources, not to present new data.

- 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.*

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.

**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.

MUST INCLUDE	DO NOT INCLUDE
<ul style="list-style-type: none"><li>• The original creative work for the entered case that ran in the territory and eligibility time period for the competition.</li><li>• 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.)</li><li>• Work 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>• Agency names, logos, images unless they were part of the creative work.</li><li>• Agency names, logos, images unless they were part of the creative work.</li><li>• Competitor creative work or logos (Exception: permitted if competitor logos/work were included in your campaign materials.)</li><li>• Editing that will misconstrue what your audience viewed (e.g. changing the audio during a TV spot)</li><li>• <b>Any confidential information, as creative reels will become public for finalists &amp; winners.</b></li></ul>

## SPECS

- 1 creative reel per entry
- 3 minutes 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.
- **Sustained Success:** Creative examples from three or more years are required, with labeling of the year/time period on the creative reel / 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: 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
- 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.

**Creative work (reel and 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: 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: 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 and 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 16, 2026. All credit requests will be reviewed and accepted at the discretion of Effie Worldwide and are not guaranteed.
- 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 team uncovers an inconsistency, Effie has the right to amend the credits. The decisions of Effie in all matters relating to the competition shall be final and binding.

COMPANY CREDITS	INDIVIDUAL CREDITS
<p>Lead Agency (1 Required, 2 Maximum)            Client (1 Required, 2 Maximum)            Contributing Companies (0 Required, 4 Maximum)</p> <p><b>CO-LEAD AGENCIES:</b> 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 weight 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><b>IN-HOUSE WORK:</b> 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</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>

in the Effie Index® and in all forms of publicity if your case is a finalist or winner.

Read more about the Effie Index here:  
[effieindex.com/about/](http://effieindex.com/about/)

## Publication Permissions

**Updated Permissions Agreement:** Our Competition Terms and associated permissions granted by entrants have been updated for 2026. Full details on publication, confidentiality and use of entry materials are available below and further details in the **Effie Awards Authorization Form** ( which contains our Competition Terms) available in the [Entry Portal](#). It is important that you read and understand this Form, which contains the Competition Terms of Entry, prior to submitting your entry to the Competition. All finalists and winners of the Competition are published as outlined below. Entrants can also select to have their non-finalist case published.

### WRITTEN CASE

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

## FINALIST AND WINNERS

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 select from the following options:

PUBLISH AS THE CASE WAS SUBMITTED	PUBLISH AN EDITED VERSION OF THE WRITTEN CASE (EDITED WRITTEN ENTRY)
<p>If you are a finalist or a winner, you can elect to agree that your entry may be published as it was submitted and may be reproduced or used by Effie as set out in the Effie Awards Authorization Form.</p>	<p>If you are a finalist or a winner, you can elect to agree to submit an edited version of your case study for publication which may be reproduced or used by Effie as set out in the Effie Awards Authorization Form. Any edits must adhere closely to the original entry. While you may redact sensitive data, you may not redact any section in its entirety, including results. <b>The Edited Written Entry must be submitted to Effie within 60 calendar days of receipt of the finalist notification email from Effie.</b> If the Edited Written Entry is not received within that timeframe, Effie reserves the right to publish the original written entry as submitted. Where an Edited Written Entry is provided, that version of the Entry will be the only version published and/or used publicly.</p>

## NON-FINALISTS

Entries that are not finalists in the Competition may choose to have their entry materials published. Unless an Entrant has granted Effie permission to use their non-finalist entry materials, these will be used in aggregate form only.

If you are interested in having your entry materials published, regardless of whether or not you are a Competition finalist or winner, please select this option when entering.

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.

## CREATIVE WORK & PUBLICITY MATERIAL - SUMMARY

By submitting your entry, you are agreeing for your entry materials to be used as detailed in the Effie Awards Authorization Form. You must ensure you have all rights and consent to enable your entry material to be used as set out therein, including (but not limited to):

- submitting the entry materials to a jury for judging;
- having the entry materials included in a data set for Effie research purposes that do not breach any confidentiality obligations we may owe you; and
- the use, publication and screening of Winner and Finalist materials by Effie, its affiliates, partners and authorized third parties.

Unless you are a winner or a finalist, or you have elected to grant us further publication or use rights, your entry materials will be used in aggregate form only.

Where you are a Competition winner or finalist, or you are not but you have elected to grant us these rights, your materials (which means: your creative work; a public summary; a public statement of effectiveness, the back-end data provided with the case, and a written case approved for publication by you in line with your publishing permissions) may be published and/or used by us, our partners, affiliates or other organizations associated with, or authorized, by us. This includes but is not limited to: (a) publishing such materials in Effie's Case Library and upon other partner websites and/or publications; (b) using such materials to promote the Competition; (c) analyzing the materials to create reports or commentaries on particular types or categories or entries; and (d) displaying materials at public or private presentations. We will respect your chosen publication preferences for your written case. Your materials should not contain any confidential information as they may be used however we deem fit. Review the **Effie Awards Authorization Form**, which includes our Competition Terms, in the Entry Portal for full details.

Please review the Creative Reel section of the Entry Kit for more guidance on licensing/talent. The creative work and publicity materials will be published if your case is a finalist or winner.

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.

## **ADDITIONAL 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.

### **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, entrants have the option to select whether to publish their original written case or an edited version of the written case if the case is a finalist or winner.

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



**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.

For more on the judging process, [visit our website linked here](#).

Entries are judged in two rounds: in both rounds, judges evaluate the written case first and then review the creative work (reel and images). Scoring is done anonymously and confidentially. Judges provide written feedback on each case for the entry's Insight Guide.

The Insight Guide is a useful tool that includes direct feedback and advice from judges who reviewed your entry, providing more detailed understanding of your entry's scoring. Insight Guides can be purchased within the entry platform at time of submission or after submission. Please refer to the Deadlines & Fees section of this entry kit for additional information.

Judges are specifically matched with cases that do not prove a conflict of interest. For this reason, it is critical that entrants provide market and category context to give judges a clear understanding of the category situation and explain the KPIs provided in the context of the category. In all rounds of judging, judges provide scores across the four pillars of the Effie 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 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 of senior marketers from across the industry to serve as judges. Participating as a judge offers a unique opportunity to gain firsthand insight into the awards program, understand the judging process, and experience confidentiality protocols in practice.

To nominate a judge, please email 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 late 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 2026 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. Crediting of agency office is based on which agency office(s) did the work for the winner or finalist case. If two agency offices did the work, both should be credited per the Index requirement to credit all strategic and creative partners.

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.

## AGENCY NETWORK & HOLDING COMPANY RANKINGS

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

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

Effie has the right to amend the credits for consistency and accuracy. The decisions of Effie in all matters relating to the competition shall be final and binding.



# Special Award

Special Awards cannot be entered and are awarded based on summation of points obtained from the Grand Effie, Gold, Silver, Bronze Awards won and finalist entries at the 2026 Effie Awards Hong Kong only.

## EFFIE HK AGENCY OF THE YEAR AWARD

An agency is considered a single agency office located in Hong Kong. Each office is recognized as a separate, individual agency and receives its own set of points in the Agencies ranking. The ranking includes both majority-owned holding company agencies as well as independent agencies.

### POINTS SYSTEM

LEAD AGENCIES RECEIVE:	CONTRIBUTING AGENCIES RECEIVE:
Grand Effie - 48 points	Grand Effie - 24 points
Gold - 24 points	Gold - 12 points
Silver - 12 points	Silver - 6 points
Bronze - 6 points	Bronze - 3 points
Finalist - 2 points	Finalist - 1 point

If a gold winner becomes the Grand Effie, the higher point will be awarded. (i.e. It will only be awarded 48 points. The Gold points will not be counted.)

Noted: Winners of the Special Awards do not receive points for the Effie Index. All decisions on winning results made by the Jury and the Organizer are final.

# Appendix

The background features several overlapping, semi-transparent geometric shapes in shades of grey and black. A prominent, bright yellow line runs diagonally from the upper left towards the lower right. Another similar line is visible below it, and a third, slightly blurred yellow line is at the bottom left. The overall effect is a modern, high-tech aesthetic.

# 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, etc.

**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 networks, streaming services, websites (entertainment, lifestyles, news, trade, etc.) magazines, newspapers, consumer or trade media, radio stations, 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. The creative requirements, including different rules for the creative reel, can be found in the Sustained Success form.*

### **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:** 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 :** 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):** 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:** 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:** 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 <sup>\*updated</sup>

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 - Brands / Non-Profit:** For efforts that have measurably shifted audience behavior toward more environmentally sustainable choices, and/or grown demand for more sustainable products and services. Explain how your efforts created positive impact on the environment and the business. Efforts entered must have as one of their main strategic objectives changing audience behavior towards more environmentally sustainable choices. Entrants should address how the sustainability goal relates back to the overall brand and business strategy. Demonstrate immediate impact while articulating progress toward long-term objectives. Highlight the most interesting, effective and impactful elements of the work, including the actual change-making components.

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.

Enter in one of the two sub-categories:

- o Environmental - Brands
- o Environmental - Non-Profit

**Social Good:** For marketing efforts proven effective in solving/impacting a social problem or in expanding an existing program in ways that benefit our society. This is about creating positive societal and cultural change, challenging the established status-quo and changing accepted norms and stereotypes that create societal inequalities with inspired action.

Examples include initiatives that tackle food poverty; access to healthcare or education; creating a more diverse, equitable and inclusive society; or creating equal opportunities at work and in wider society for all members of our society. Any effort that sets out to give back in some way for the greater good is eligible to enter, and any/all marketing efforts, whether full campaigns or unique efforts within a campaign are eligible to enter as long as measurable results exist.

Demonstrate immediate impact while articulating progress toward long-term objectives. Highlight the most interesting, effective and impactful elements of the work, including the actual change-making components. Include the impact your work had on the cause and why it was a match for your business.

Enter in one of 3 sub-categories:

- o Social Good - Brand
- o Social Good - Non-Profit
- o Social Good - Diversity / Equity / Inclusion

## TOPICAL & ANNUAL EVENTS

Entrants can enter a single effort into a maximum of one of the below categories.

### Crisis Response / Critical Pivot

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.

## INTERNATIONAL MARKETING <sup>\*new</sup>

**International Marketing:** This category is for campaigns that run in other countries but are designed to generate financial, sales or other results directly in the home market of the Effie Awards program. The work is not required to have run in the local market. However, the main focus of the entry must be on the measurable results achieved in the local market that can be directly linked to the work that ran in other market(s).

- **Examples:** a local based e-commerce site that markets in other geographies but that manage the sales process and collect revenue directly in the local market (i.e. not via a subsidiary or distribution partner in other geographies); or inbound tourism campaigns where results such as visitor numbers, spend, etc are recognized in the local market.
- **Judging:** The link between the activity conducted in other geographies and the results in the local market need to be clear. To enable this, some results from the other markets are permissible (for example, soft advertising measures such as awareness; enquiries initiated in markets of origin). However, there must be concrete results in the local market to validate the entry.

# 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.

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

The Effie Academy equips marketers with the tools to build cultures of effectiveness inside their teams. From self-directed courses to immersive bootcamps, marketers of all levels gain proven effectiveness skills through our diverse portfolio of learning programs. Anchored in the Effie Framework, the Effie Academy transforms award-winning cases into practical applications, delivering global insights from 125+ markets.

Visit [effie.org/academy](http://effie.org/academy) to learn more.

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## USEFUL RECOURCES: (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!**

