



2022
ENTRY FORM TEMPLATE
Performance Marketing

Honouring Intelligent Idea that Work

ENTRY FORM ESSENTIALS

We are looking forward to seeing your work in this year's competition. As you work on your submission, you may wish to download the [ENTRY FORM TEMPLATE](#) which can be used as a guide when crafting your submission, allowing for easy collaboration with team members and partner companies. The template outlines the Written Entry Form, along with tips to consider when answering each question. Before submitting your entry, responses to each question must be copied into this entry portal.

ELIGIBILITY

This year's eligibility period runs **1st May, 2021** to **31st July, 2022**. Your effort must have run at some point during the eligibility period in Hong Kong. Results must be isolated to Hong Kong & no results may be included after the end of the eligibility period. Review full eligibility information at the Effie website.

***Sustained Success Entries:** The Sustained Success Effie Award honours efforts that succeeded for two or more years in Hong Kong. The efforts could start from as early as 1st May, 2019 and run until 30th April, 2022 or beyond. In Summary, any two-year efforts run consecutively between May, 2019 and July, 2022 are eligible for entry. Entries must include work and results from the initial year to the completion year. Interim year results are needed for three-year efforts. All results must be isolated to Hong Kong during this time period. Including results beyond the end of the eligibility period is grounds for disqualification.

FORMATTING REQUIREMENTS & REASONS FOR DISQUALIFICATION

- Failing to adhere to the Effie Eligibility rules. Data presented must be isolated to Hong Kong, and the Effie eligibility period is from **1st May, 2021** to **31st July, 2022**. No results after **31st July, 2022** may be included.
- Entry does not meet category definition requirements.
- Agency names/logos published in the entry form or in the creative materials. Do not include any agency names in your sources - this includes agency names other than your own.
- Data not sourced.
- Including screen grabs or other images of your creative elements in your written entry form.
- Directing Judges to External Websites.
- Missing Translation.
- Violating Creative Example (Reel, Images) Rules.

TOP TIPS

We are in the business of marketing. Your entry should be written with your audience, Effie judges, in mind. Judges are your industry peers. Address questions they may have within your responses. Entrants are encouraged to ask colleagues who don't work on the brand to review the entry. Limit industry jargon and define all industry terms.

RESOURCES

Review the key resources before starting your entry:

[ENTRY KIT](#)

[EFFECTIVE ENTRY GUIDE](#)

[SAMPLE CASE STUDIES](#)

ENTRY DETAILS

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

EFFIE ENTRY CATEGORY

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

Specialty Category - Digital

42. Performance Marketing

PRODUCT

The Product Name for the entry you are making

ENTRY NAME

The name of your entry as you would like it to appear on your award.

ORGANISATION

The company entering and who will also be making payment your entries.

DATES EFFORT RAN (TOTAL)

List the start/end dates of the effort, even if it goes beyond the Effie eligibility period.

Efforts that are on going should leave the end date blank.

YYYY-MMM-DD

REGIONAL CLASSIFICATION

Classification: Geographical Scope

Local / Regional/ National / Multinational / Non-English

INDUSTRY SECTOR

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

EFFIE CATEGORIES

Specialty Category - Digital

42. Performance Marketing

INDUSTRY/CATEGORY SITUATION

Select one.

Growing / Flat / In Decline

EXECUTIVE SUMMARY

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

(Maximum per line: 20 words)

The Strategic Big Idea:

The Insight:

The Strategic Idea/Build:

Bringing the Strategy to Life:

The Results:

Why is this entry an outstanding example of effective marketing in this Effie entry category?

Summarise your case by focusing on how your results related directly back to your challenge and objectives. When entering multiple categories, it is important to customise your response for each category. If judges have questions about your eligibility in this category, they will refer to this response.

(Maximum: 100 words)

Provide your explanation in 100 words or less.

SECTION 1: CHALLENGE, CONTEXT & OBJECTIVES

23.3% OF TOTAL SCORE

This section covers your strategic business context for your marketing activity, alongside your key business challenge and objectives. Judges will assess the case for both suitability and ambition within the framework of the challenge. Weight will be given to the degree of difficulty and whether the entrant has provided the context to evaluate the case's effectiveness in this section.

Please provide the necessary context on your industry category, competitors, and brand so the judges, including those unfamiliar with your brand/category, can evaluate your entry. Outline why your business challenge was the right opportunity to grow and the degree of ambition represented by your objectives.

1A. Before your effort began, what was the state of the brand's business and the overall category in which it competes?

What was the strategic challenge that stemmed from this business situation? And the degree of difficulty of this challenge?

Context to consider including: characteristics or trends in the market (e.g. government regulations, size of market, societal trends, weather/environmental situation, etc.), competitor spend, position in market, category benchmarks, barriers. Describe the market context for the performance marketing activities.

(Maximum: 275 words; 3 charts/graphs)

Provide answer.

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

Effie is open to all types of objectives; it is the entrant's responsibility to explain why their objectives are important to the business/organisation and challenging to achieve. Provide context, including prior year, competitor, and/or category benchmarks to help the judges understand why these goals were set and how challenging they were. If relevant to your case, explain how these goals relate back to the overall brand or organisation's strategy and objectives.

RESPONSE FORMAT

Immediately below, use the provided space to set up your objectives and share any overarching explanation of your objectives & KPIs (maximum of 150 words; 3 charts/visuals).

Then, you will list out each objective individually and select the type of objective. For each objective, provide context, for why the objectives were important for the brand and growth of the business.

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

(Maximum: 150 words; 3 charts/visuals)

Provide your objectives overview here.

OBJECTIVE #1 - PRIMARY OBJECTIVE (Required)

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

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

Objective Type

(Select One)

Awareness / Consideration / Purchase / Loyalty / Advocacy

State Objective

(Maximum: 25 words)

Context

Provide context, including prior year, competitor, and/or category benchmarks to help the judges understand why these goals were set and how challenging they were.

(Required. Maximum: 75 words; 3 charts/visuals)

OBJECTIVE #2 - SUPPORTING OBJECTIVE

(Optional)

Objective Type

(Select One)

Awareness / Consideration / Purchase / Loyalty / Advocacy

List Objective

(Maximum: 25 words)

Context

Provide context, including prior year, competitor, and/or category benchmarks to help the judges understand why these goals were set and how challenging they were.

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

OBJECTIVE #3 - SUPPORTING OBJECTIVE

(Optional)

Objective Type

(Select One)

Awareness / Consideration / Purchase / Loyalty / Advocacy

List Objective

(Maximum: 25 words)

Context

Provide context, including prior year, competitor, and/or category benchmarks to help the judges understand why these goals were set and how challenging they were.

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

OBJECTIVE #4 - SUPPORTING OBJECTIVE

(Optional)

| | |
|---|---|
| Objective Type (Select One) | Awareness / Consideration / Purchase / Loyalty / Advocacy |
| List Objective (Maximum: 25 words) | |
| Context Provide context, including prior year, competitor, and/or category benchmarks to help the judges understand why these goals were set and how challenging they were. (Optional. Maximum: 75 words; 3 charts/graphs) | |

SOURCING: SECTION 1

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

EFFIE TIPS: PROVIDING SOURCES IN THE ONLINE ENTRY PORTAL

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

1. When submitting your responses to questions 1-4, you must provide a source for all data and facts. At the end of a sentence that requires a source, use the SUPERScript feature to number your sources.
2. In the Sourcing box, numerically list your citations.
3. Sources must include source of information (do not include any agency names), type of research, date range covered, etc.

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

SOURCING GUIDELINES

(Optional. 0-300 words)

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

SECTION 2: INSIGHTS & STRATEGY

23.3% OF TOTAL SCORE

This section covers the key building blocks of your strategy.

Explain to the judges why you chose the audience you did. Outline your key insight(s) and how they led to the strategic idea or build that addressed the business challenge the brand was facing.

2A. Define the target audience(s) you were trying to reach and explain why it was/they were relevant to the brand and the challenge.

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

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

(Maximum: 300 words; 3 charts/visuals)

Provide answer.

2B. Explain the thinking that led you to your insight(s). Some insights come from research, data, and analytics. Others come from inspiration. Clearly state your insight(s) here.

Clarify how the insight(s) were directly tied to your brand, your audience's behaviours and attitudes, your research and/or business situation. How would this unique insight(s) lead to the brand's success and how did it inform your strategic idea.

(Maximum: 400 words; 3 charts/visuals)

Provide answer.

2C. What was the core idea or strategic build you arrived at using your insight(s) that enabled you to pivot from challenge to solution for your brand and customer?

(Maximum. 20 words)

Provide answer.

SOURCING: SECTION 2

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

(Optional. 0-300 words)

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

SECTION 3: BRINGING THE STRATEGY & IDEA TO LIFE

23.3% OF TOTAL SCORE

This section relates to how you built a compelling creative and channel plan i.e. how and where you brought your strategy to life. And how you tested for ongoing optimisation.

Help the judges evaluate your entry by demonstrating how you created work that targeted and motivated customers effectively. Outline how your creative and channels plans worked together to drive results.

The score for this section will be based on your responses to the below questions, your creative work (as presented in the creative reel & images), and the context provided in the Investment Overview. Your responses to all elements of this section should complement one another and tell a cohesive story.

3A. Describe the key elements of your plan that activated your strategy.

Outline any components that were active in the effort e.g. CRM program, SEM, display advertising, native advertising, affiliate marketing, new technologies (e.g. AI), customer experience, pricing changes as well as promotions and communications.

(Maximum: 200 words; 3 charts/visuals)

Provide answer.

3B. Outline the key building blocks of the creative executions for your main marketing vehicles

Examples: endline, call-to-actions, format choices, SEM copy, display ads, email copy and visuals, short or long videos, etc. Include any important changes that optimised the creative while the activity was running

(Maximum: 200 words; 3 charts/visuals)

Provide answer.

3C. Outline the rationale behind your communications strategy and channel plan.

Explain how the integral elements (e.g. paid advertising, social media, SEO, email marketing, affiliate marketing, etc.) worked together to drive potential customers from the top of the funnel down to purchase. If relevant, explain how you changed your spend across channels as part of your campaign optimisation.

(Maximum: 400 words; 3 charts/visuals)

Provide answer.

KEY VISUAL

You have the option to upload a single image to accompany your explanation in this section 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.

You do not need to upload a copy of any of your creative images for judging here, as judges will view those on the creative examples tab.

(No more than 1 of these)

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

SOURCING: SECTION 3

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

(Optional. 0-300 words)

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

SECTION 4: RESULTS

30% OF TOTAL SCORE

This section relates to your results. Here you need to be able to demonstrate the impact your effort has had on your business/brand/cause objectives - attributable to the activity and its elements and taking into account other factors. You will need to provide a result corresponding to each objective listed in your response to question 1B.

As with the rest of the entry form, provide dates and sourcing for all data provided. Do not include results beyond the end of the eligibility period.

4A. How do you know it worked? Tie together your story and prove your work drove the results. Explain, with category, competitor and/or prior year context, why these results are significant for the brand's business.

Results must relate back to your specific audience, objectives, and KPIs

RESPONSE FORMAT

You have up to 400 words and 5 charts/visuals to set up your results. Then, for each objective provided in Question 1B, you are required to provide a corresponding result. Provide context to prove the importance of these results for the brand.

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

ELIGIBILITY REMINDERS

Failing to follow eligibility rules will result in disqualification.

- Provide a clear time frame for all data shown - either within your response or via the data sources box.
- Do not include data past the end of the eligibility period 31st July, 2022.
- All results must be isolated to Hong Kong.
- It is critical to provide sources for all results provided.

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

A. RESULTS OVERVIEW

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

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

(Maximum: 400 words, max. 5 charts/graphs)

RESULT #1- PRIMARY RESULT

List Objective #1 from Question 1C

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

To re-order the way your objectives/results appear, return to Question 1C and re-order your objectives using the 'nudge' button.

For each result, you may include up to 3 charts/graphs.

State Result

(Maximum: 25 words)

Context

(Maximum: 75 words; 3 charts/visuals)

Explain, with category, competitor, and/or prior year context, why these results are significant for the brand's business.

RESULT #2 - SUPPORTING RESULT

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

List Objective #2 from Question 1C

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

State Result

(Maximum: 25 words)

Context

(Maximum: 75 words; 3 charts/visuals)

Explain, with category, competitor, and/or prior year context, why these results are significant for the brand's business.

RESULT #3 - SUPPORTING RESULT

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

| | |
|---|--|
| List Objective #3 from Question 1C | Provide results that correspond to each of your objectives from Question 1C here. You are required to provide a result for each objective. |
| List Result (Maximum: 25 words) | |
| Context (Maximum: 75 words; 3 charts/visuals) | |
| <p align="center">RESULT #4 - SUPPORTING RESULT</p> <p align="center"><i>(Corresponds to Objective #4 listed in Question 1C, if applicable)</i></p> | |
| List Supporting Objective #3 from Question 1C | Provide results that correspond to each of your objectives from Question 1C here. You are required to provide a result for each objective. |
| State Result (Maximum: 25 words) | |
| Context (Maximum: 75 words; 3 charts/visuals) | |
| <p>ADDITIONAL RESULTS</p> <p>You may use this space to provide additional results achieved that you may not have had an initial objective for. This space may only be used for additional results beyond those that align with your listed objectives.</p> <p><i>(Maximum: 150 words, 3 charts/graphs)</i></p> | |

List additional results here.

| | |
|---|---|
| <p>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?</p> <p>Select factors from the chart and explain the influence of these factors in the space provided.</p> | |
| <p>Business Events</p> <p><i>(e.g. changes in supply chain, government regulations)</i></p> | <p>Societal or Economic Events</p> <p><i>(e.g. changes in economic, political, social factors)</i></p> |
| <p>Internal Company Events</p> <p><i>(e.g. change in ownership, internal dynamics, etc.)</i></p> | <p>Public Relations</p> |
| <p>Natural Events</p> <p><i>(e.g. weather, natural phenomenon, etc.)</i></p> | <p>No Other Factors</p> |

| | |
|---|--------------------|
| Other marketing for the brand, running at the same time as this effort | Other _____ |
| <p>Explain the influence (or lack of influence) of the factors you selected above.</p> <p>The chart provided above is a sampling of marketplace activities, but your response is not limited to these factors. We recognise that attribution can be difficult; however, we're inviting you to provide the broader picture here in making the case for your effectiveness.</p> <p><i>(Maximum: 200 words; 3 charts/visuals)</i></p> | |

Provide answer.

| |
|---|
| <p>SOURCING: SECTION 4</p> <p>Use superscript in your responses above to link data points and sources.</p> <p><i>(Optional. 0-300 words)</i></p> |
|---|

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

INVESTMENT OVERVIEW

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

PAID MEDIA EXPENDITURES

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

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

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

MEDIA BUDGET ELABORATION

Provide judges with the context to understand your budget.

What was the balance of paid, earned, owned and shared media? What was your distribution strategy? Did you outperform your media buy?

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

(Maximum: 100 words)

Provide answer.

PRODUCTION & OTHER NON-MEDIA EXPENDITURES

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

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

ELABORATION ON PRODUCTION & OTHER NON-MEDIA EXPENDITURES

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

(Maximum: 100 words)

Provide answer.

OWNED MEDIA

Elaborate on owned media (digital or physical company-owned real estate), that acted as communication channels for case content.

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

Elaborate here.

(Maximum 100 words)

Provide answer.

SPONSORSHIP AND MEDIA PARTNERSHIPS

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

Select all that apply.

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

Elaboration on Sponsorships and Media Partnerships

Provide additional context regarding your sponsorships and media partnerships.

(Maximum: 100 words)

Provide elaboration.

INVESTMENT OVERVIEW: DATA SOURCES

Provide sourcing for all data provided in the Investment Overview.

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

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

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

Judges encourage third-party data where available.

SOURCING GUIDE OUTLINE

(Optional. 300 words)

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

ALL TOUCHPOINTS AS PART OF YOUR EFFORT

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

COMMUNICATIONS TOUCHPOINTS: (Select all that apply.)

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

| | | |
|--|----------------------------|--------|
| Digital Mktg. - Product Placement | OOH - Transportation | Other: |
| Digital Mktg. - Programmatic Display Ads | Packaging & Product Design | |
| Digital Mktg. - Programmatic Video Ads | Print - Custom Publication | |

MAIN TOUCHPOINTS

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

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

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

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

MAIN TOUCHPOINT #1

(Most integral touchpoint.)

MAIN TOUCHPOINT #2

(#2 Most integral touchpoint.)

MAIN TOUCHPOINT #3

(#3 Most integral touchpoint.)

SOCIAL MEDIA PLATFORMS

Select all social media platforms utilised in your effort from the list below.

Select all that apply, or select Not Applicable.

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

CREATIVE EXAMPLES

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

CREATIVE REEL

To better showcase performance marketing efforts, entrants into this category may submit a standard creative reel (as all other categories require). However, there are alternate opportunities to showcase your work:

Option A - Submit Standard 3 Minute Reel to showcase how you brought the strategy & idea to life

Follow the requirements regarding the reel as outlined in the [Creative Requirements Guide](#).

Option B - Submit a PDF Showcase of how you brought the strategy & idea to life (in place of the standard reel)

Instead of a 3-minute creative reel, Performance Marketing entrants may instead submit a 12-slide (maximum) PowerPoint file that showcase the integral performance marketing touchpoints and strategy detailed in the written case. Images presented in the PowerPoint may be accompanied with short notes or captions to better explain your work. The PDF showcase must feature the integral materials / work created to bring the strategy & idea to life internally or externally.

- Maximum of 12 slides
- File must be converted into .pdf format
- File size: 5MB max.

Option C - Submit a Standard 3 Minute Reel + PDF

You may supplement your Creative Reel with a PDF, showcasing the integral performance marketing touchpoints. If providing both options, your PDF may be a maximum of 2 slides.

- Maximum of 2 slides
- File should be converted into .pdf format
- File size: 2MB max.
- Please review the creative reel requirements in the [Creative Requirements Guide](#)

CREATIVE REEL

- 👉 3 min maximum. 250 MB max., mp4 format, 1 Required
- 👉 16:9 at 1920x1080. (Sustained Success Entries Only: 4 minutes)
- 👉 **Do not include any agency names in the file name or anywhere in the reel. Give each upload file a unique name.**

PDF - Performance Marketing (Creative Reel Alternative Option / Supplement)

Option B - If you are submitting a PDF in place of the creative reel, your PDF may be a maximum of 12 slides.

Option C - If you are submitting a PDF alongside the creative reel, your PDF may be a maximum of 2 slides.

The PDF option is only available to Performance Marketing entrants.

(No more than 1 of these)

Creative Examples Presented in the Creative Reel - Select All

Select ALL touchpoints used in the effort.

Branded Content - Editorial

Digital Mktg. - SEM

Print - Magazine

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

Images of Creative Work (2 Required, 6 Maximum)

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

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

Images for Judging are an opportunity to:

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

Translation

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

DOWNLOAD YOUR ENTRY FOR YOUR RECORDS

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

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

SEPARATE NOTE RE BACKEND DATA NOT SEEN BY JUDGES: To download ALL submitted information in the online entry portal (includes background details like credits that are not seen by judges), choose PRINT ENTRY from the Menu in the upper-right corner of this page.

Judge's View of Your Entry

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

Download the Judge's View of Your Entry

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

COMPANY CREDITS

The way your Agency Name is entered on this page is how your company will be recognised for publicity purposes and in the Effie Index if your case is a finalist or winner. The agency name, city, and state fields will be used to tally Effie Index Agency Office rankings.

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

See how agency offices listed their company name [here](#).

CREDIT CHANGE POLICY

Effie's policy is that those recognised on the work at time of entry deserve recognition at time of win. **After time of entry, Effie will never permit individual or company credits to be removed or replaced.** The Client, Lead Agency and Additional Lead Agency (if applicable) are considered final at the time of entry and cannot be removed or added after the entry is finalised and accepted by Effie Worldwide.

Additional contributing company credits and individual credits can be added after the entry is finalised and accepted by Effie Worldwide only if the entry did not already credit the maximum number of contributing companies and individuals permitted. Credit additions and amendments after time of entry require a fee per change and are not guaranteed. No credit edits/additions will be permitted after **15th September 2022**.

See the Entry Kit for complete details.

LEAD AGENCY(S)

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

The Lead Agency contacts provided here will not be listed publicly.

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

LEAD AGENCY #1 (Required)

| | | |
|---|--|--|
| COMPANY NAME | <i>Company contacts (main contact, PR contact, CEO) will not be made public. If you are an advertiser submitting in-house work, please list your company as both the Lead Agency & Client. If you are submitting work for a company that pre-fills but in a country that is not appearing on the list, add two spaces after your company name and the system will allow you to enter a new country for that company.</i> | |
| COMPANY TYPE <i>Select one.</i> | <i>Agency: Brand Identity Agency: Business-to-Business Agency: Data / Programmatic Agency: Design Agency: Digital / Interactive Agency: Direct Marketing Agency: Experiential / Event Agency: Full-Service / Creative Agency: Guerilla</i> | <i>Ad or Mar Tech Brand / Client Consultancy Educational Institution Media Owner Research Company Retailer Startup Other</i> |

| | |
|--|---|
| | Agency: Health Agency: In-House Agency: Media Agency: Multicultural Agency: Performance Marketing Agency: Production Agency: Promotional Agency: Public Relations Agency: Shopper Marketing / Commerce Agency: Other |
| COMPANY SIZE Select one. | 1-50 Employees / 51-200 Employees / 201-500 Employees / 500+ Employees |
| WEBSITE | |
| ADDRESS | |
| AGENCY NETWORK | |
| HOLDING COMPANY | |
| MAIN CONTACT This contact will be sent a congratulatory note, along with key information about celebrating their success, if the case is a winner. This is the secondary contact on the entry - if Effie cannot reach the entrant (entry portal holder), Effie will reach out to this contact. <i>This contact will not be listed publicly.</i> | |
| FULL NAME | |
| JOB TITLE | |
| EMAIL ADDRESS | |
| PHONE NUMBER | |
| AGENCY PR CONTACT This contact will be sent a congratulatory note, along with key information about celebrating their success, if the case is a winner. This individual may also be contacted regarding any PR/publicity opportunities, or in the case that Effie cannot reach the Entrant/Lead Agency Main Contact. <i>This contact will not be listed publicly.</i> | |
| FULL NAME | |
| JOB TITLE | |
| EMAIL ADDRESS | |
| PHONE NUMBER (6 characters) | |
| CEO/TOP EXECUTIVE Please list your CEO/Top Executive here. This contact will be sent a congratulatory note if the case is a winner. This contact will not be added to Effie's mailing lists; however, they may be sent a judging invitation if they are selected for an Effie Awards jury. <i>This contact will not be listed publicly.</i> | |
| FULL NAME | |

| |
|----------------------|
| JOB TITLE |
| EMAIL ADDRESS |
| PHONE NUMBER |

LEAD AGENCY #2 (Optional)

| | |
|---|---|
| COMPANY NAME | <p>Company contacts (main contact, PR contact, CEO) will not be made public. If you are an advertiser submitting in-house work, please list your company as both the Lead Agency & Client. If you are submitting work for a company that pre-fills but in a country that is not appearing on the list, add two spaces after your company name and the system will allow you to enter a new country for that company.</p> |
| COMPANY TYPE Select one. | <div> <div> Agency: Brand Identity Agency: Business-to-Business Agency: Data / Programmatic Agency: Design Agency: Digital / Interactive Agency: Direct Marketing Agency: Experiential / Event Agency: Full-Service / Creative Agency: Guerilla Agency: Health Agency: In-House Agency: Media Agency: Multicultural Agency: Performance Marketing Agency: Production Agency: Promotional Agency: Public Relations Agency: Shopper Marketing / Commerce Agency: Other </div> <div> Ad or Mar Tech Brand / Client Consultancy Educational Institution Media Owner Research Company Retailer Startup Other </div> </div> |
| COMPANY SIZE Select one. | 1-50 Employees / 51-200 Employees / 201-500 Employees / 500+ Employees |
| WEBSITE | |
| ADDRESS | |
| AGENCY NETWORK | |
| HOLDING COMPANY | |
| MAIN CONTACT <p>This contact will be sent a congratulatory note, along with key information about celebrating their success, if the case is a winner. This is the secondary contact on the entry - if Effie cannot reach the entrant (entry portal holder), Effie will reach out to this contact.</p> <p>This contact will not be listed publicly.</p> | |
| FULL NAME | |
| JOB TITLE | |
| EMAIL ADDRESS | |
| PHONE NUMBER | |

AGENCY PR CONTACT

This contact will be sent a congratulatory note, along with key information about celebrating their success, if the case is a winner. This individual may also be contacted regarding any PR/publicity opportunities, or in the case that Effie cannot reach the Entrant/Lead Agency Main Contact.

This contact will not be listed publicly.

FULL NAME

JOB TITLE

EMAIL ADDRESS

PHONE NUMBER

CEO / TOP RANKING EXECUTIVE CONTACT

Please list your CEO/Top Executive here. This contact will be sent a congratulatory note if the case is a winner. This contact will not be added to Effie's mailing lists; however, they may be sent a judging invitation if they are selected for an Effie Awards jury.

This contact will not be listed publicly.

FULL NAME

JOB TITLE

EMAIL ADDRESS

PHONE NUMBER

CLIENT(S)

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

The Client Company contacts provided here will not be listed publicly.

Please note that for publicity purposes, both the Brand Name (as entered on the Entry Details tab) and the Client Company (listed below) are recognised. If your brand has an overarching parent company, please input the client company here (vs. the brand).

CLIENT #1 (Required)

COMPANY NAME

COMPANY TYPE

Select one.

Contacts will not be listed publicly.

If you are submitting work for a company that pre-fills but in a country that is not appearing on the list, add two spaces after your company name and the system will allow you to enter a new country for that company.

Agency: Brand Identity

Agency: Business-to-Business

Agency: Data / Programmatic

Agency: Design

Agency: Digital / Interactive

Agency: Direct Marketing

Agency: Experiential / Event

Agency: Full-Service / Creative

Agency: Guerilla

Ad or Mar Tech

Brand / Client

Consultancy

Educational Institution

Media Owner

Research Company

Retailer

Startup

Other

| | |
|--|---|
| | Agency: Health Agency: In-House Agency: Media Agency: Multicultural Agency: Performance Marketing Agency: Production Agency: Promotional Agency: Public Relations Agency: Shopper Marketing / Commerce Agency: Other |
| COMPANY SIZE Select one. | 1-50 Employees / 51-200 Employees / 201-500 Employees / 500+ Employees |
| WEBSITE | |
| ADDRESS | |
| CLIENT NETWORK | |
| MAIN CONTACT This contact will be sent a congratulatory note if the case is a winner. Effie may also reach out to this contact if there are any questions regarding their company, the provided credits, or other entry issues that require client involvement. This contact will not be listed publicly. | |
| FULL NAME | |
| JOB TITLE | |
| EMAIL ADDRESS | |
| PHONE NUMBER | |
| CEO / TOP RANKING EXECUTIVE CONTACT This contact will be sent a congratulatory note if the case is a winner. This contact will not be added to Effie's mailing lists; however, they may be sent a judging invitation if they are selected for an Effie Awards jury. This contact will not be listed publicly. | |
| FULL NAME | |
| JOB TITLE | |
| EMAIL ADDRESS | |
| PHONE NUMBER | |

CLIENT #2 (Optional)

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

| | | |
|---|---|------------------|
| | Agency: Guerilla Agency: Health Agency: In-House Agency: Media Agency: Multicultural Agency: Performance Marketing Agency: Production Agency: Promotional Agency: Public Relations Agency: Shopper Marketing / Commerce Agency: Other | Startup Other |
| COMPANY SIZE Select one. | 1-50 Employees / 51-200 Employees / 201-500 Employees / 500+ Employees | |
| WEBSITE | | |
| ADDRESS | | |
| CLIENT NETWORK | | |
| MAIN CONTACT This contact will be sent a congratulatory note if the case is a winner. Effie may also reach out to this contact if there are any questions regarding their company, the provided credits, or other entry issues that require client involvement. <i>This contact will not be listed publicly.</i> | | |
| FULL NAME | | |
| JOB TITLE | | |
| EMAIL ADDRESS | | |
| PHONE NUMBER | | |
| CEO / TOP RANKING EXECUTIVE CONTACT This contact will be sent a congratulatory note if the case is a winner. This contact will not be added to Effie's mailing lists; however, they may be sent a judging invitation if they are selected for an Effie Awards jury. <i>This contact will not be listed publicly.</i> | | |
| FULL NAME | | |
| JOB TITLE | | |
| EMAIL ADDRESS | | |
| PHONE NUMBER | | |

CONTRIBUTING COMPANIES

Entrants are required to credit all key strategic partners on an effort. You may list up to four contributing companies. Contributing Company Main Contacts will be contacted if your entry becomes a winner & will not be listed publicly. Integral partners on the effort are required to be credited. You may credit up to four contributing companies. Contacts will not be listed publicly.

CONTRIBUTING COMPANY #1 (Optional)

| | | |
|--|--|---|
| COMPANY NAME | If you are submitting work for a company that pre-fills but in a country that is not appearing on the list, add two spaces after your company name and the system will allow you to enter a new country for that company. | |
| COMPANY TYPE <i>Select one.</i> | Agency: Brand Identity Agency: Business-to-Business Agency: Data / Programmatic Agency: Design Agency: Digital / Interactive Agency: Direct Marketing Agency: Experiential / Event Agency: Full-Service / Creative Agency: Guerilla Agency: Health Agency: In-House Agency: Media Agency: Multicultural Agency: Performance Marketing Agency: Production Agency: Promotional Agency: Public Relations Agency: Shopper Marketing / Commerce Agency: Other | Ad or Mar Tech Brand / Client Consultancy Educational Institution Media Owner Research Company Retailer Startup Other |
| COMPANY SIZE <i>Select one.</i> | 1-50 Employees / 51-200 Employees / 201-500 Employees / 500+ Employees | |
| WEBSITE | | |
| ADDRESS | | |
| AGENCY NETWORK | | |
| HOLDING COMPANY | | |
| MAIN CONTACT | | |
| This contact will be sent a congratulatory note, along with key information on celebrating their success, if the case is a winner. Effie may also reach out to this contact if there are any questions regarding their company. <i>This contact will not be listed publicly.</i> | | |
| FULL NAME | | |
| JOB TITLE | | |
| EMAIL ADDRESS | | |
| PHONE NUMBER | | |

CONTRIBUTING COMPANY #2 (Optional)

| | |
|---|--|
| COMPANY NAME | |
| COMPANY TYPE <i>Select one.</i> | <div> Agency: Brand Identity Agency: Business-to-Business Agency: Data / Programmatic Agency: Design Agency: Digital / Interactive Agency: Direct Marketing Agency: Experiential / Event Agency: Full-Service / Creative Agency: Guerilla Agency: Health Agency: In-House Agency: Media Agency: Multicultural Agency: Performance Marketing Agency: Production Agency: Promotional Agency: Public Relations Agency: Shopper Marketing / Commerce Agency: Other </div> <div> Ad or Mar Tech Brand / Client Consultancy Educational Institution Media Owner Research Company Retailer Startup Other </div> |
| COMPANY SIZE <i>Select one.</i> | 1-50 Employees / 51-200 Employees / 201-500 Employees / 500+ Employees |
| WEBSITE | |
| ADDRESS | |
| AGENCY NETWORK | |
| HOLDING COMPANY | |
| MAIN CONTACT This contact will be sent a congratulatory note, along with key information on celebrating their success, if the case is a winner. Effie may also reach out to this contact if there are any questions regarding their company. <i>This contact will not be listed publicly.</i> | |
| FULL NAME | |
| JOB TITLE | |
| EMAIL ADDRESS | |
| PHONE NUMBER | |

CONTRIBUTING COMPANY #3 (Optional)

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

| | |
|---|---|
| | Agency: Health Agency: In-House Agency: Media Agency: Multicultural Agency: Performance Marketing Agency: Production Agency: Promotional Agency: Public Relations Agency: Shopper Marketing / Commerce Agency: Other |
| COMPANY SIZE <i>Select one.</i> | 1-50 Employees / 51-200 Employees / 201-500 Employees / 500+ Employees |
| WEBSITE | |
| ADDRESS | |
| AGENCY NETWORK | |
| HOLDING COMPANY | |
| MAIN CONTACT This contact will be sent a congratulatory note, along with key information on celebrating their success, if the case is a winner. Effie may also reach out to this contact if there are any questions regarding their company. <i>This contact will not be listed publicly.</i> | |
| FULL NAME | |
| JOB TITLE | |
| EMAIL ADDRESS | |
| PHONE NUMBER | |

CONTRIBUTING COMPANY #4 (Optional)

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

| | |
|--|--|
| WEBSITE | |
| ADDRESS | |
| AGENCY NETWORK | |
| HOLDING COMPANY | |
| MAIN CONTACT <i>This contact will be sent a congratulatory note, along with key information on celebrating their success, if the case is a winner. Effie may also reach out to this contact if there are any questions regarding their company.</i> <i>This contact will not be listed publicly.</i> | |
| FULL NAME | |
| JOB TITLE | |
| EMAIL ADDRESS | |
| PHONE NUMBER | |

INDIVIDUAL CREDITS

Space has been provided to credit up to ten primary individuals and thirty secondary individuals who contributed to the case. Please credit all key client and agency team members and ensure spelling & titles are confirmed.

You may only credit one individual per line and all individuals must be team members (current or former) of the credited companies. You may not credit additional companies in this section.

Primary Individual Credits

Individuals appear in the Effie Awards Journal and Case Study Database.

Secondary Individual Credits

Individuals only appear in the Case Study Database and do not appear elsewhere.

Adding/Editing Credits

If you do not use all ten spaces and wish to add individual credits after time of entry, additions will only be accepted on a case by case basis. Therefore, we recommend using all spaces and making sure names are spelt correctly at time of entry.

Effie's policy is to honour those credited at time of entry if the case is a finalist or winner. Therefore, credits may not be removed or replaced after the entry has been submitted.

Please Note: The below individuals are the only individuals that will be listed publicly if your case is a finalist or winner. Company contacts provided in the above company credit sections will not be listed publicly.

PRIMARY INDIVIDUAL CREDITS - PRINT + ONLINE RECOGNITION

Up to 10 primary credits from any of the credited companies.

Individuals will be recognised in the Journal.

Only one individual may be listed for each credit.

All individuals credited must be current or former team members of the credited companies listed above. The system will not allow users to type in non-credited companies in the company name box.

| PRIMARY INDIVIDUAL CREDIT #1 | | PRIMARY INDIVIDUAL CREDIT #2 | |
|------------------------------|--|-------------------------------|--|
| Full Name | | Full Name | |
| Job Title | | Job Title | |
| Company | | Company | |
| Email | | Email | |
| PRIMARY INDIVIDUAL CREDIT #3 | | PRIMARY INDIVIDUAL CREDIT #4 | |
| Full Name | | Full Name | |
| Job Title | | Job Title | |
| Company | | Company | |
| Email | | Email | |
| PRIMARY INDIVIDUAL CREDIT #5 | | PRIMARY INDIVIDUAL CREDIT #6 | |
| Full Name | | Full Name | |
| Job Title | | Job Title | |
| Company | | Company | |
| Email | | Email | |
| PRIMARY INDIVIDUAL CREDIT #7 | | PRIMARY INDIVIDUAL CREDIT #8 | |
| Full Name | | Full Name | |
| Job Title | | Job Title | |
| Company | | Company | |
| Email | | Email | |
| PRIMARY INDIVIDUAL CREDIT #9 | | PRIMARY INDIVIDUAL CREDIT #10 | |
| Full Name | | Full Name | |
| Job Title | | Job Title | |
| Company | | Company | |
| Email | | Email | |

SECONDARY INDIVIDUAL CREDITS

An additional thirty credits may be provided for publication on the [Effie Case Study Database](#). Due to space limitations, these credits cannot be included in the Effie Winners Journal.

Only one individual may be listed for each credit.

All individuals credited must be current or former team members of the credited companies listed above. The system will not allow users to type in non-credited companies in the company name box.

| | | | | | |
|--|--|--|--|--|--|
| SECONDARY INDIVIDUAL CREDIT #1 | | SECONDARY INDIVIDUAL CREDIT #2 | | SECONDARY INDIVIDUAL CREDIT #3 | |
| Full Name | | Full Name | | Full Name | |
| Job Title | | Job Title | | Job Title | |
| Company | | Company | | Company | |
| Email | | Email | | Email | |
| SECONDARY INDIVIDUAL CREDIT #4 | | SECONDARY INDIVIDUAL CREDIT #5 | | SECONDARY INDIVIDUAL CREDIT #6 | |
| Full Name | | Full Name | | Full Name | |
| Job Title | | Job Title | | Job Title | |
| Company | | Company | | Company | |
| Email | | Email | | Email | |
| SECONDARY INDIVIDUAL CREDIT #7 | | SECONDARY INDIVIDUAL CREDIT #8 | | SECONDARY INDIVIDUAL CREDIT #9 | |
| Full Name | | Full Name | | Full Name | |
| Job Title | | Job Title | | Job Title | |
| Company | | Company | | Company | |
| Email | | Email | | Email | |
| SECONDARY INDIVIDUAL CREDIT #10 | | SECONDARY INDIVIDUAL CREDIT #11 | | SECONDARY INDIVIDUAL CREDIT #12 | |
| Full Name | | Full Name | | Full Name | |
| Job Title | | Job Title | | Job Title | |
| Company | | Company | | Company | |
| Email | | Email | | Email | |
| SECONDARY INDIVIDUAL CREDIT #13 | | SECONDARY INDIVIDUAL CREDIT #14 | | SECONDARY INDIVIDUAL CREDIT #15 | |
| Full Name | | Full Name | | Full Name | |
| Job Title | | Job Title | | Job Title | |

| | | | | | |
|--|--|--|--|--|--|
| Company | | Company | | Company | |
| Email | | Email | | Email | |
| SECONDARY INDIVIDUAL CREDIT #16 | | SECONDARY INDIVIDUAL CREDIT #17 | | SECONDARY INDIVIDUAL CREDIT #18 | |
| Full Name | | Full Name | | Full Name | |
| Job Title | | Job Title | | Job Title | |
| Company | | Company | | Company | |
| Email | | Email | | Email | |
| SECONDARY INDIVIDUAL CREDIT #19 | | SECONDARY INDIVIDUAL CREDIT #20 | | SECONDARY INDIVIDUAL CREDIT #21 | |
| Full Name | | Full Name | | Full Name | |
| Job Title | | Job Title | | Job Title | |
| Company | | Company | | Company | |
| Email | | Email | | Email | |
| SECONDARY INDIVIDUAL CREDIT #22 | | SECONDARY INDIVIDUAL CREDIT #23 | | SECONDARY INDIVIDUAL CREDIT #24 | |
| Full Name | | Full Name | | Full Name | |
| Job Title | | Job Title | | Job Title | |
| Company | | Company | | Company | |
| Email | | Email | | Email | |
| SECONDARY INDIVIDUAL CREDIT #25 | | SECONDARY INDIVIDUAL CREDIT #26 | | SECONDARY INDIVIDUAL CREDIT #27 | |
| Full Name | | Full Name | | Full Name | |
| Job Title | | Job Title | | Job Title | |
| Company | | Company | | Company | |
| Email | | Email | | Email | |
| SECONDARY INDIVIDUAL CREDIT #28 | | SECONDARY INDIVIDUAL CREDIT #29 | | SECONDARY INDIVIDUAL CREDIT #30 | |
| Full Name | | Full Name | | Full Name | |
| Job Title | | Job Title | | Job Title | |
| Company | | Company | | Company | |
| Email | | Email | | Email | |

PUBLICITY MATERIALS

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

PUBLIC CASE SUMMARY

Provide a snapshot of the effectiveness of your case. The case summary will be published in the Effie Awards Winners Journal and Effie Case Study Database. It may also be used for promotional purposes.

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

[Visit Effie Awards Journal](#) to view past examples.

(Provide summary in 90 words or less. Summary should not contain any confidential information.)

Provide answer.

STATEMENT OF EFFECTIVENESS

Please provide a short statement (15 words maximum) on the effectiveness of your case. If your case is a winner, it may be shown on screen at the awards gala or in the promotion of your case if it is a finalist or winner.

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

Examples:

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

Provide statement in 15 words or less.

Do not include any confidential information.

Provide answer.

PRIMARY PUBLICITY IMAGE

This should be an image of the creative work that best represents your case. This image will be the primary image of the work for promotional, celebratory, and educational purposes if the case is a finalist or winner. This image will also be used in the [Case Study Database](#).

Because the case image may be printed, please upload high-res images.

Upload high-res image in .jpg or .jpeg format, CMYK format, 100% of size.

LEAD AGENCY & CLIENT COMPANY LOGOS (2 Minimum, 4 Maximum)

Upload one .eps or .ai logo for EACH of the credited lead agencies and the client company.

If you are uploading .ai/.eps versions, only use the top "ADD" button. The second "ADD" button is only for .jpg/.jpeg uploads - this should only be used if you do not have an .ai/.eps version.

Across all versions, you may only upload between 2 and 4 logos.

COMPANY LOGOS - PLEASE USE THE ADD BUTTON TO THE RIGHT FOR ALL COMPANY LOGO UPLOADS IF YOU HAVE .AI/.EPS VERSIONS FOR EACH LOGO.

Upload .ai or .eps logos for each LEAD AGENCY and CLIENT. Use the same ADD button for each high-res logo you provide.

Low Res Logos (Optional)

If you are unable to provide a high res .AI/.EPS company logo via the upload area above, you may upload a .jpg version here. Do not click this add button if you are uploading .AI/.EPS logo.

(You do not need to upload low-res logos if you provide high-res logos via the upload field above.)

TEAM PHOTOS

Upload team photos of the lead agency and client team(s). Team photos are featured online and at the Effie Awards Gala. You may only submit a third or fourth team photo if you have a second lead agency or client. Team photos may be the client/agency together, or separate photos for agency and client teams.

It is preferred to upload your team photo at time of entry, but if you do not have a team photo available at time of entry, you may leave this field empty.

If your entry becomes a winner in the competition and you do not submit a team photo at time of entry, you will be asked to submit the team photo by 15th September, 2022. Team photos are not required but strongly encouraged.

Upload high-res team photo(s).

(Technical requirement: 300 dpi .jpg or .jpeg, 1000 pixels minimum wide or tall, 15 MB maximum)

CASE BACKGROUND

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

| | |
|---|---|
| PRODUCT/SERVICE TYPE <i>Select one.</i> | Tangible Good / Service / Other |
| PARENT BRAND STATUS <i>Select one.</i> | Existing Parent Brand / New Parent Brand / Not Applicable |
| SUB-BRAND STATUS <i>Select one.</i> | Existing Sub-Brand / New Sub-Brand / Not Applicable |
| NEW / EXISTING PRODUCT/SERVICE <i>Select one.</i> | New / Existing |
| CATEGORY STATUS-DOES THE PRODUCT/SERVICE CREATE A NEW CATEGORY OR IS IT JOINING AN EXISTING CATEGORY? <i>Select one.</i> | New Category / Existing Category |
| PRIMARY END USER <i>Select one.</i> | Business Purposes / Consumer Purposes / Not Applicable |
| CLASSIFICATION <i>Select one.</i> | Mainstream / Luxury / Not Applicable |
| POINT OF PURCHASE <i>Select the option that best describes how the audience purchased your product or donated to the cause promoted by your marketing effort.</i> | In-Store Retail Only Online Ecommerce Only Primarily In-Store Retail with some Online Ecommerce Primarily E-Commerce with some In-Store Retail A substantial amount of both In-Store Retail and Ecommerce Other Not Applicable |
| COMPETITOR SITUATION <i>Select the option that best describes the competitor situation.</i> | Dominant Player. One large Competitor that has about 50% market share or more Dominant Player with strong competitors. One or multiple competitors with at least one competitor with about 30% to 50% market share Fragmented. One or multiple competitors each with about 30% market share or less Not Applicable |

COMPETITOR BRANDS

Provide the top competitor brands.

This tool helps with judge assignments, ensuring judges who work on competitor brands are not assigned your case. You are encouraged to use all six fields if applicable.

(1 Required, 6 Maximum)

COMPETITOR 1

Required.

COMPETITOR 2

Optional.

COMPETITOR 3

Optional.

COMPETITOR 4

Optional.

COMPETITOR 5

Optional.

COMPETITOR 6

Optional.

If you have no competitors, list "No Competitors" as your response. List up to 6 Competitors.

AUDIENCE

Please share insights into your primary audience below.

AUDIENCE GENDER

Select the gender of your primary audience.

Female / Male / Transgender or Non-Binary /

Not Applicable (We did not target by gender.)

AUDIENCE AGE

Select all that apply.

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

AUDIENCE TYPE

Select all that apply.

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

MEDIA COMPANIES

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

(0 required, 5 maximum)

MEDIA COMPANY 1

Optional.

MEDIA COMPANY 2

Optional.

MEDIA COMPANY 3

Optional.

Please limit your list to the top 5 integral media owners/platforms.

| | | | |
|--|--|---------------------------------------|--------------------------------------|
| MEDIA COMPANY 4 <i>Optional.</i> | | | |
| MEDIA COMPANY 5 <i>Optional.</i> | | | |
| RESEARCH PARTNERS <i>List research partner</i> | | | |
| RESEARCH PARTNER 1 <i>Optional.</i> | | | |
| RESEARCH PARTNER 2 <i>Optional.</i> | | | |
| RESEARCH PARTNER 3 <i>Optional.</i> | | | |
| RESEARCH <p>Select your primary method of research, then all research methods, from the lists below. Then, list any research partners/research companies that were utilised for this effort.</p> | | | |
| PRIMARY RESEARCH <i>Select one.</i> | Copy Testing / Focus Groups / Neuroscience / Positioning or Concept Testing / Strategic (segmentation, market structure, U&A) / Tracking / Not Applicable / Other | | |
| RESEARCH(ALL) <i>Select all that apply.</i> | | | |
| SUSTAINABLE DEVELOPMENT GOALS <p>Effie has partnered with the PVBLIC Foundation to support the UN's 2030 Agenda for Sustainable Development and its 17 Sustainable Development Goals (SDGs).</p> <p>Please help us to recognize the achievements of our industry in creating positive change by providing the below information.</p> <p>Select all sustainable development goals aligned with your effort.</p> | | | |
| Affordable & Clean Energy | Clean Water & Sanitation | Climate Action | Decent Work & Economic Growth |
| Gender Equality | Good Health & Well-Being | Industry, Innovation & Infrastructure | Life Below Water |
| Life on Land | No Poverty | Partnerships for the Goals | Peace, Justice & Strong Institutions |
| Quality Education | Reduced Inequalities | Responsible Consumption & Production | Sustainable Cities & Communities |
| Zero Hunger | | Not Applicable | |

PERMISSIONS & AUTHORISATION & VERIFICATION

PUBLICATION OF YOUR CASE

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

BY PROVIDING PERMISSION TO PUBLISH YOUR WRITTEN CASE, YOU ARE:

1. 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.

2. 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.

3. SHOWCASING YOUR TEAM'S SUCCESS IN ACHIEVING ONE OF THE TOP MARKETING HONOURS OF THE YEAR.

Effie wins help attract new talent, prove the importance of marketing in business, and strengthen agency-client relationships.

IN THE SPIRIT OF LEARNING THAT EFFIE REPRESENTS, WE ENCOURAGE YOU TO SHARE YOUR CASE STUDIES SO THAT WE MAY MAKE MARKETING BETTER.

The Effie Awards entry and judging process is designed to help all entrants present their work effectively, while ensuring the confidentiality of classified information. We respect that entries may have information deemed confidential. **Below, entrants may select their publication permission settings for the written case, should the entry become a finalist or winner: Publish As-Submitted, Publish an Edited Version, or Under Review.** Entries that do not become finalists or winners will never be made public.

Please Note: Publication permission settings only apply to the written case. Publicity materials, including the public case summary and statement of effectiveness, and the creative reel must be submitted without confidential information. Creative materials will be published if your effort is a finalist or winner. See a full outline of Effie's [Confidentiality & Publication Policies](#) for full details.

PUBLICATION PERMISSION: WRITTEN CASE

Select publication permission (choose one).

Publish My Written Case As It Was Submitted

Publish My Written Case As An Edited Version

AUTHORISATION & VERIFICATION FORM

NOTE: You may only generate this form once you have completed all COMPANY and INDIVIDUAL credits.

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

THE AUTHORISATION & VERIFICATION FORM CONFIRMS:

- **Accuracy of entry information and authorization of submission.**
- **Company and individual credits have been thoroughly reviewed by senior leadership to guarantee all integral strategic partners are credited properly for the Effie Index and awards recognition.**
[Review the company and individual credits section of the entry kit here.](#)

If you make any changes to the company or individual credits, you will need to make these corrections on the Credits tab and re-print the Authorisation & Verification Form to be signed. Once reviewed and confirmed as correct, please upload a signed copy of this document below.

If you are submitting an effort into multiple categories, separate Authorisation & Verification Forms must be signed for each submission.

Thank you for assisting with this effort to ensure all team members are appropriately recognised.

Sample of Authorisation & Verification Form

EFFIE AWARDS: AUTHORISATION & VERIFICATION FORM

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

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

I

(Print Name)

(Print Title)

(Print Company)

certify on behalf of:

_____ and

(Print Lead Agency(s))

(Print Client(s))

The following information is accurate and the policies outlined are understood and accepted:

ACCURACY OF ENTRY INFORMATION & AUTHORISATION OF SUBMISSION:

- The information submitted in this entry is a true and accurate portrayal of the case's objectives and results.
- The case ran between 1st May, 2021 and 31st July, 2022 in the Hong Kong.
- For **Sustained Success entries**, the case completed between 1st May, 2021 and 31st July, 2022.
- Entry constitutes permission to be included in a data set for Effie Awards research purposes that do not breach confidentiality.
- The terms and rules of the competition, as outlined on the Permissions & Authorisation tab of the online entry area, are agreed to.
- My effort is suited to the above-listed category and follows the guidelines/restrictions outlined within the category definition.

ACCURACY OF COMPANY & INDIVIDUAL CREDITS:

- All agency and client names are listed properly in accordance to company policy and precisely as the companies should be listed in the Effie Effectiveness Index® and in all forms of publicity. I understand that if this entry becomes a finalist or winner, these companies will receive credit in the Effie Index and will be publicised by Effie Worldwide/Effie Awards and any relevant partners.
- All integral strategic partners are credited and given the appropriate level of credit:
 - **Lead Agency:** The entering agency, responsible for the key components of the effort.
 - **Client:** The client company. Where relevant, the Client Name should be the overarching client company, which may be different from the Brand Name.
 - **Additional Lead Agency** (if applicable-1 max): Contributed so integrally to the success of the effort that this agency should receive equal billings as the entering Lead Agency.
 - **Additional Client** (if applicable-1 max): A second client on the effort.
 - **Contributing Companies** (if applicable-4 max): Contributed significantly to the success of the effort. Contributing companies will receive fewer points in the Effie Index than both the Lead Agency and Additional Lead Agency (if applicable) and will be recognised as a contributor on the case.
- All credited individuals (10 primary credits max, 30 secondary credits max) have been checked for accuracy (confirmed level of involvement, spelling, title, etc.) and were integral to the success of the submitted effort. All individuals must be team members (current or former) of one of the credited companies listed.
- It is the responsibility of the entrant to confirm and accurately submit all agency office names, networks, holding companies, brand names, and client names. If the Effie Index team uncovers an inconsistency, it is their right to amend the credits.
- I understand only those individuals listed in the Individual Credits section will be published. I confirm that the credits submitted are accurate and complete.
- No companies and individuals integral to this submission are omitted from the credits listed.

CREDIT AMENDMENT POLICY:

- Company and individual credits cannot be removed nor replaced after time of entry.
- The Lead Agency and Additional Lead Agency (if applicable) are considered final at the time of entry and cannot be removed or added after the entry is submitted and accepted by Effie Worldwide.
- Additional contributing company credits and individual credits can be added after the entry is finalised and accepted by Effie Worldwide only if the entry did not already credit the maximum number of contributing companies and individuals permitted. Credit additions require a HK\$1,200.00 fee per change and are not permitted after 15th September 2022.
- Alterations to the spelling/formatting of existing company and individual credits must be submitted by 15th September 2022 and require a HK\$1,200.00 fee.
- All contributing company and individual credit additions or amendments must be submitted by no later than 15th September 2022, and are subject to a HK\$1,200 fee per change. No individual or contributing company credit additions will be accepted after 15th September, 2022.

- All credit requests will be reviewed and accepted at the discretion of Effie Worldwide and are not guaranteed.

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

PUBLICATION PERMISSION: WRITTEN CASE

☐ Publish My Written Case As It Was Submitted ☐ Publish My Written Case As An Edited Version

Name: _____

Title: _____

Authorised Signature: _____

Date: _____

COMPETITION RULES & REGULATIONS

COMPETITION RULES & REGULATIONS

By checking the box below and as a condition for entry, you indicate that you agree to the competition rules, which are:

* Any material submitted in the course of entering the awards becomes the property of Effie Worldwide and the Effie Awards and will not be returned. You agree to the publishing policy stated above.

* You represent and warrant that the Works submitted are original work by you and accurate and will not infringe upon the personal or proprietary rights of or give rise to any claim by any third party, including but not limited to claims based on copyright, trademark, patent, defamation, physical injury, or invasion of privacy or publicity. In addition, if any complaint or claim relating to any of the Works is made by any third party at any time, whether a formal legal complaint or otherwise, you will fully cooperate with Effie Worldwide and the Effie Awards in responding to and defending against such complaint or claim, and you will hold Effie Worldwide and the Effie Awards harmless from and against any such complaint or claim.

* Where required by law or contract, you will obtain releases, from all persons depicted in any of the Works. You may not agree to any restrictions, limitations or right to review requested or imposed by any persons, including models, owners of property pictured in the Works, or others. You will immediately advise Effie Worldwide and the Effie Awards of any such request or attempted imposition. If you make any subsequent or other use of any of the Works, you are solely responsible for obtaining any necessary releases from any models, persons or owners of property pictured in the Works, and you will hold Effie Worldwide and the Effie Awards harmless from and against any claims by any person arising from any such subsequent or other use.

* You certify that the information submitted for this case is a true and accurate portrayal of the case's objectives and results and that the case ran between **1st May, 2021** and **31st July, 2022** in **HONG KONG**. Entry constitutes permission to be included in a data set for Effie Awards research purposes that do not breach confidentiality.

* The credits you submit are considered final and will not be changed for any reason, including if agency and/or client experience a name change and/or merger after the time of entry. The information you submit in the online credits section may be published and/or appear on recognition certificates.

Upon entering the competition, all email addresses provided will be added to the Effie Worldwide mailing list and may receive emails regarding competition news, judging events, content, etc. Individuals may opt-out of the mailing list via the unsubscribe link within any newsletter email. You have credited all partners who contributed to the work that is being presented in the entry. The decisions of Effie Worldwide and the Effie Awards in all matters relating to the competition shall be final and binding.

☐ **I agree to competition rules and regulations**