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# eligibility

**ALL MARKETING EFFORTS THAT RAN IN HONG KONG AT ANY POINT BETWEEN  
AUGUST 1, 2022 AND JULY 31, 2023 ARE ELIGIBLE TO ENTER.**

- ✎ Any and all marketing cases, whether full campaigns or unique efforts within a campaign, are eligible to enter.
- ✎ 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.
- ✎ Data and creative work presented must be isolated to Hong Kong.
- ✎ **Your work must have run made during the eligibility period (August 1, 2022- July 31, 2023).** Elements of the work may have been introduced earlier and may have continued after, but your case must be based on data relative to the qualifying time.
- ✎ **The results that illustrate the effectiveness of the case can be collected outside of the eligibility period but must be tied directly to the marketing activity within the eligibility time frame.** Results directly tied to work eligible throughout the entry season (no date cut-off).
- ✎ 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.
- ✎ Test efforts are not eligible.
- ✎ 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 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.

# eligibility

## ENTERING IN MULTIPLE CATEGORIES

- 👉 **Efforts can be entered into multiple categories under Industry or Specialty Categories. Of the total number of entries, only one can be an industry category. You will need to submit a separate entry and pay separate entry fees for each category submission for an effort.**
- 👉 **Each entry should be customized to speak to the specifics of each entered category. Judges are evaluating your work against the category definition and they frequently express that it is difficult to properly evaluate a submission when the entry wasn't tailored for the entered Effie category.**

# deadlines & fees

DEADLINE	DATE	FEE	
		Member	Non-Member
Early Bird	Thursday, June 15	\$ 2,800	\$4,800
Deadline	Tuesday, July 31	\$ 3,800	\$5,800
Late Entry	Thursday, August 10	\$ 5,800	\$7,800

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

Entries are non-refundable after time of entry.

## NON-PROFIT DISCOUNT

### 50% off Entry Fees.

please request the discount by emailing [awards@aaaa.com.hk](mailto:awards@aaaa.com.hk).

## NEW ENTRANT DISCOUNT

### \$1000 off Entry Fees.

Eligibility: Entrants (lead agency/entering company) that have not submitted in previous Hong Kong competitions. Discounts cannot be applied until you have created an account in the Entry Portal. Once your account is active, please request the discount by emailing [awards@aaaa.com.hk](mailto:awards@aaaa.com.hk).

## 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).

# payment details

**Payment is due August 15, 2023. Payment is accepted by cheque or bank transfer. When submitting your entry, you have to generate an invoice to be used for payment processing.**

**Payment Method:**

**1) By check:**

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

**2) Via bank transfer**

**Account Name: The Association of Accredited Advertising Agencies of Hong Kong  
Bank: The HongKong and Shanghai Banking Corporation Limited (HSBC)  
Account Number: 025-2-059464**

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

**Entries not accompanied by full payment will not be accepted.**

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

# how to enter

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

**[Download the Entry Form Guide & Template here](#) to draft your responses and collaborate with team members, partner agencies, and clients:**

- 👉 **The template includes all required fields that must be provided in order to submit your entry.**
- 👉 **Once drafted, copy 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.**

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

## ENTRY CHECKLIST

Reviewed by Judges	Other Requirements
<input type="checkbox"/> <b>Written Entry Form</b>	<input type="checkbox"/> <b>Case background</b>
<input type="checkbox"/> <b>Creative Examples (Reel, Images)</b>	<input type="checkbox"/> <b>Company &amp; Individual Credits</b>
	<input type="checkbox"/> <b>Publicity Materials</b>
	<input type="checkbox"/> <b>Authorization &amp; Verification</b>

# entry form overview

The written entry tells the story of the effort from beginning to end, each part should work together and tell a story. Review the entry form questions in detail and utilize Effie's resources like the [Effective Entry Guide](#) & [past winning cases](#) to guide your submission.

Judges may not know about category norms or nuances within your brand's industry, so it is critical to provide context throughout the written case.

The entry form is aligned to Effie's Marketing Effectiveness Framework:

- **SCORING SECTION 1: CHALLENGE, CONTEXT & OBJECTIVES (23.3% of score)**

In this section, judges evaluate whether they have the necessary context about your industry category, competitors, and brand to understand your entry and the degree of challenge represented by your objectives. Judges will assess the case for both suitability and ambition within the framework of the challenge. Weight will be given to the degree of difficulty and whether the entrant has provided the context to evaluate the case's effectiveness in this section.

- **SCORING SECTION 2: INSIGHTS & STRATEGY (23.3% of score)**

This section prompts you to explain your strategic process and thinking to the judges. Your idea should be borne from these unique insights.

- **SCORING SECTION 3: BRINGING THE STRATEGY & IDEA TO LIFE (23.3% of score)**

This section relates to how and where you brought your strategy & idea to life - including your creative, communications and media strategies and the creative work itself. Judges are looking to understand why you chose specific marketing channels and how they relate to your strategy and audience. Your creative work, as shown in the Creative Reel & Images, and the Investment Overview are judged as part of this scoring section.

- **SCORING SECTION 4: RESULTS (30% of score)**

This section relates to your results. Be sure to provide context (category/prior year) and explain the significance of your results as it relates to your brand's business. Tie results back to the objectives outlined in Section 1.



# the entry: rules

**The following will result in disqualification and entry fees will be forfeited:**

**Failing to adhere to the Effie Eligibility rules. Data presented must be isolated to Hong Kong & work must have run at some point between 8/1/22-7/31/23. 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 can be submitted. \*See the [Eligibility section](#) for further details & special exceptions.**

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

**Agency names/logos published 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.**

**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 "sourcing data" page for more information.**

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

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

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

# the entry: sourcing data

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

**In the entry portal, the entry form has a SOURCING box provided at the bottom of each scoring section for all references/footnotes. This allows entrants to provide sourcing without word limit restrictions.**

- 1. 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. Suggested sourcing layout: Source of Data/Research, Research/Data Type, Dates Covered.**

**Note: Judges cannot click on external websites, so if citing a website, please also include key sourcing details via text (e.g. publication, article name, date).**

## **ADDITIONAL GUIDANCE**

- Because of Effie's specific eligibility time, entrants are required to include the dates covered for all results data presented in your case.**
- All data must be included in your response to questions 1-4. Entrants may not add additional information or explanation in the sourcing section. The sourcing sections may only be used to provide citation.**
- Use the specific name of the company to reference a source except when the source is an agency (ad, 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, not limited to the entering agency. For increased specificity, entrants are encouraged to list type of agency when applicable, such as: PR Agency Research, Media Agency Data, etc. As with all other sourcing, include any other relevant citation information (type of research/data, dates covered, etc.). Research companies should be cited by name & 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.

The focus of the reel should be the creative work. Judges recommend that 70% of the reel is spent showing examples of creative work the audience experienced, or other materials created to bring the idea to life internally or externally. You do not need to feature all items selected in the touchpoints checklist (from the Investment Overview), only those integral to the case’s success that are explained in your written case. Any set-up (re: context, challenge) should not impede the judges’ ability to have this clear understanding.

MUST INCLUDE	DO NOT INCLUDE
<p>At least one complete example of each integral touchpoint, to ensure that the judges are seeing a breadth of your work. It can be helpful to label each creative example by type of media (TV spot, Radio spot, etc.).</p> <p>Video clips that are over 60 seconds may be edited down for time; but entrants are encouraged to keep as close to the original as possible.</p> <p>If showing multiple examples of a touchpoint (e.g. 3 TV spots), after you show one example in full, it is ok to edit down the additional examples for time.</p>	<p>Results of any kind will lead to disqualification</p> <p>Agency names, logos, images</p> <p>Competitor creative work or logos. (Exception: permitted if competitor logos/work were included in your campaign materials. Competitors may be mentioned verbally.)</p> <p>Editing that will misconstrue what your audience viewed (e.g. changing the audio during a TV spot)</p> <p>Any confidential information, as creative reels will become public for finalists &amp; winners</p>
SPECS	TALENT / LICENSING
<p>1 creative reel per entry</p> <p>3-minute maximum (Sustained Success: 4-minutes)</p> <p>250 MB maximum file size</p> <p>.mp4 format</p> <p>High Resolution: 16:9 at 1920x1080.</p> <p>Do not include any agency names/logos in the video or in the file name.</p>	<p>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.</p> <p>Effie Worldwide is a 501(c)(3) non-profit educational organization that shows the work for educational purposes of honoring effective marketing ideas and the successful teams (client and agency) creating them. In our experience, as long as the talent/music were used in your original creative work, you should not run into an issue with rights/licensing.</p>

# the entry: creative images

## **Images of the Creative Work: 2 images required; 6 images maximum**

**After the judges read your case and watch the reel, they review images of your work. Images uploaded should complement your reel and help the judges better evaluate 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 want judges to get 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 elements you wish to highlight.**

### **Technical Requirements:**

-  **.jpg format**
-  **high-res. 15 MB max.**
-  **Do not include agency names or logos on any creative materials (including file names) submitted for judging.**

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

# other requirements: publicity

Entrants are required to provide the below publicity materials at 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, CMYK format, 100% of size. 15 MB max.

## ☐ LEAD AGENCY & CLIENT LOGOS

Provide company logos for the Lead Agency and Client. Logos are not required for companies designated as Contributing Companies.

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

## ☐ CREATIVE EXAMPLES FROM JUDGING

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

## ☐ PUBLIC CASE SUMMARY

In 90 words or less, 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 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 & 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 \$1,380 fee and will not be permitted after November 15, 2023. All credit requests will be reviewed and accepted at the discretion of Effie Hong Kong and are not guaranteed.

## COMPANY CREDITS

Lead Agency (1 Required, 2 Maximum)  
Client (1 Required, 2 Maximum)  
Contributing Companies (0 Required, 4 Maximum)

**CO-LEAD AGENCIES:** You may credit a second Lead Agency and they will be given equal recognition by Effie Worldwide. In order to be considered a second lead agency, you must certify that the work done by each agency was of equal weighting and each agency deserves equal recognition. Second Lead Agencies must be designated at time of entry - you may not add or remove second lead agencies after the entry period.

**IN-HOUSE WORK:** If you are an advertiser submitting in-house work, please list your company as both the Lead Agency & Client.

Please confirm the spelling and formatting of other company names to ensure they will receive proper credit in the Effie Index and in all forms of publicity if your effort is a finalist or winner.

## INDIVIDUAL CREDITS

Primary Individual Credits (0 Required, 10 Maximum)  
Secondary Individual Credits (0 Required, 30 Maximum)

Primary Individual Credits will be utilized in situations where space is limited; otherwise all individuals will be listed in the credits.

Individuals credited on your case must be current or former employees of any one of the credited companies.

# confidentiality & publication

Effie Worldwide is a 501(c)(3) non-profit organization with a mission to lead, inspire and champion the practice and practitioners of marketing effectiveness worldwide. 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:

**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.

**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.

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

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## **PUBLISH AS THE CASE WAS SUBMITTED**

You agree that the written entry form may be published as it was submitted and reproduced or displayed for educational purposes.

## **PUBLISH AN EDITED VERSION OF THE WRITTEN CASE**

You agree to submit an edited version of your case study for publication which will be reproduced or displayed for educational purposes. You may redact any confidential information; however, you may not redact the entire results section.

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

# confidentiality & publication

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

## JUDGING

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

## INDEXING DATA

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

## CREATIVE WORK & PUBLICITY MATERIALS

The creative material (reel, images, publicity materials) and case summary you submit into the competition become the property of Effie Worldwide and the Effie Awards and will not be returned. By entering your work in the competition, Effie Awards HK, Effie Worldwide and HK4As, the Organizer are automatically granted the right to make copies, reproduce and display the creative materials, case summaries, and statements of effectiveness within the context of your Effie entry for education and publicity purposes.

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

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

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



# confidentiality & publication

**This year's eligibility time period is August 1, 2022 - July 31, 2023 and the awards will be presented in October 2023. For some companies, this delay may alleviate some concerns regarding sensitive data.**

**Companies across the full spectrum - from large to small and across all industry sectors enter the Effie Awards. Effie Worldwide's confidentiality policy, the ability to index data, the ability to set publication permissions, etc. are all established to ensure that any company can enter their effective work without hesitation.**

**Effie Board, Executive Staff, and Committee members are senior, well-respected professionals in the industry on both the client and agency side. If you are interested, we would be happy to set up a time for them to talk to you about confidentiality during judging; how to involve key team members in the judging process; and how you can submit indexed data. If you would like to have a further discussion about confidentiality, please email [awards@aaaa.com.hk](mailto:awards@aaaa.com.hk).**

# the effie index

The Effie Index ([effieindex.com](https://effieindex.com)), the global ranking of marketing effectiveness, uses the credits submitted at time of entry to tabulate the yearly rankings. Rankings include:

- 🏆 Marketers
- 🏆 Brand
- 🏆 Agency
- 🏆 Independent Agency
- 🏆 Network and Holding Company

If your case becomes a 2023 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.

## 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 of the location of the office using the city/state fields. Effie encourages consistency year-to-year.

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

## AGENCY NETWORK & HOLDING COMPANY RANKINGS

Agency networks and holding companies are selected via a drop down in the Entry Portal.

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

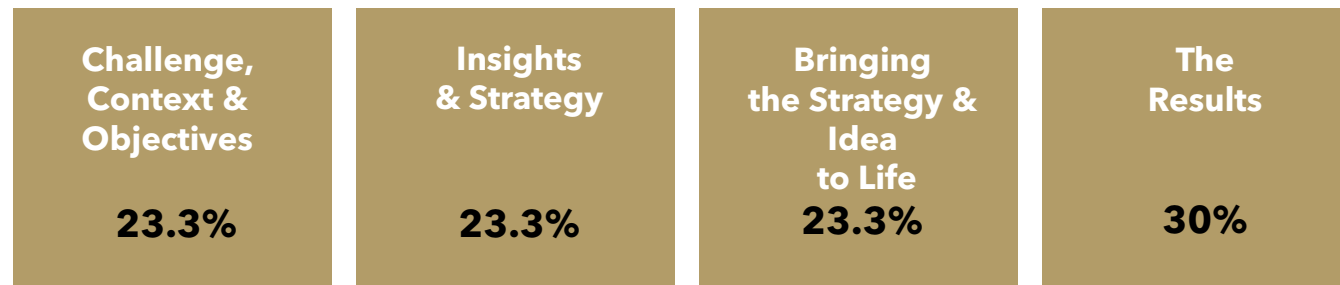
# judging

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

**Entries are judged in two phases. In both rounds, judges evaluate the written case and creative executions. Scoring is done anonymously and confidentially. Judges provide feedback on each case for the Insight Guide.**

**Judges are specifically matched with cases that do not prove a conflict of interest. For example, a judge with an automotive background would not review automotive cases. For this reason, it is critical that entrants provide market and category context in their entries to give judges a clear understanding of the category situation and explain what your KPIs mean in the context of the category.**

**In all rounds of judging, judges provide scores across the four pillars of Effie's effectiveness framework:**



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

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

**We recommend nominating your client and agency team members for judging. Participating as a judge is one of the most valuable ways to learn about the award, understand how judging works, and experience our security and confidentiality rules firsthand.**

# winning an effie

**Receiving an Effie Award signifies your work was one of the most effective marketing efforts of last year, incorporating an insightful strategy, effective creative, and the market results to prove it worked. As the competition continues to grow, winning an Effie is becoming increasingly difficult.**

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

**A complimentary trophy is provided to each winning lead agency and client company combined. The client and lead agency is 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).**



# categories

[VIEW DEFINITIONS](#)

## CATEGORY LIMIT

**Efforts can be entered into multiple categories under Industry or Specialty Categories. Of the total number of entries, only one can be an industry category.**

**You are not required to enter an Industry category - you may enter multiple specialty categories instead.**

**Each entry should be customized to speak to the specifics of each entered category whenever applicable. Judges are often frustrated & express difficulty in effectively evaluating a case when an entry wasn't tailored for the entered category.**

**You will need to complete a separate entry form and pay the entry fee for each additional category.**

**The Effie Awards reserves the right to re-categorize entries, split/redefine categories and/or refuse entry any at any time. Test market entries are not eligible for the Effie Awards Hong Kong competition.**

## INDUSTRY CATEGORIES

**There are 26 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, with focuses on general specialty, business challenges, commerce & shopper, digital, health & wellness, media, marketing innovation, positive change and topical & annual events.**

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

# Industry categories

Maximum of one industry category per effort,  
It is not required to enter an Industry category.

[VIEW DEFINITIONS](#)

- **Automotive**
- **Banking and Financial Services**
- **Beauty/Fragrance/ Personal Care**
- **Beverages: Alcohol/Non-Alcohol**
- **Culture & The Arts**
- **Delivery Services**
- **Education & Training**
- **Fashion & Accessories**
- **Fast Moving Consumer Goods**
- **Food**
- **Gaming & E-Sports**
- **Government Services / Non-Profit Organizations or Activities /Transportation/Utilities**
- **Health & Wellness: Health, Fitness,& Wellness**
- **Health & Wellness: Healthcare Services**
- **Health & Wellness: Over-the-counter (OTC)**
- **Home Furnishings & Appliances**
- **Insurance**
- **Luxury Goods**
- **New Product & Services Introduction**
- **Office/ Computer Equipment / Electrical Appliances**
- **Pet Care**
- **Real Estate Agents / Real Estate Developments**
- **Restaurants/ Fast Food**
- **Supermarkets/ Shops & Stores /Retail/Etail**
- **Telecom & Internet Services / Media & Home Entertainment /Electronics**
- **Tourism/Recreational/ Leisure Facilities**

# specialty categories

## GENERAL SPECIALTY

- Experiential Marketing: Live, Digital, Live & Digital
- Business to Business
- 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
- E-Commerce
- Experiential Shopper Marketing
- New Product / Service Introduction
- Omni-Channel Shopper Solution

## DIGITAL

- Engaged Community: Products/Services
- Influencer Marketing
- Performance Marketing
- Social Media Marketing

## HEALTH & WELLNESS

### Disease Awareness & Education:

- Charitable/ Research Funding
- Non-Profit
- Pharma/Corporate

## MEDIA

- Data-Driven
- Media Content Partnerships
- Media Idea
- Media Innovation: Emerging & New Channels, Existing Channels

## MARKETING INNOVATION SOLUTIONS

- Business/Product/Service Innovation
- Customer Experience

## POSITIVE CHANGE

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

## TOPICAL & ANNUAL EVENTS

- Crisis Response / Critical Pivot
- Current Events
- Seasonal Marketing

# contact us

## Contacts

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## Sponsorship opportunities

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## Useful Resources:

**Effie Awards Hong Kong [entry portal](#)**

**[Effie Case Database](#)**

**[Effie Objective Type Guide](#)**

**[Effie Index](#)**

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