



Awarding Ideas That Work

North American Effie Awards

Guide to an Effective Entry

This document was created to help entrants submit an effective entry.

This document includes detailed instructions for each question on the entry form.

Judge insight is also provided. These statements do not represent the opinions of The Effie® Awards organization, board of directors, steering committee, or staff – all comments and data presented – except for the Effie advice - are straight from the industry executives who dedicated their time to serve on an Effie Jury.

We hope you find the information useful as you prepare your cases for the 2012 competition. For additional insight, visit the winner's showcase at www.effie.org to view past winning cases and work.



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Effie Resources:

- Website - www.effie.org
- Entry Kit – http://www.effie.org/na_competition/entry_kit
- Eligibility, Deadlines, Fees -- http://www.effie.org/na_competition/eligibility
- Winner Showcase - http://effie.org/ideas_that_work
- Twitter – www.twitter.com/effieawards
- Facebook – www.facebook.com/effieawards
- Archived Webinars - youtube.com/effieworldwide
- Email List - http://www.effie.org/email_list
- Past Judges - <http://www.effie.org/judging>
- Ten reasons for disqualification - http://www.effie.org/na_competition/disqualification
- Effie Effectiveness Index - <http://www.effieindex.com>

Judging Process

Effie entries are judged by some of the brightest and most experienced business leaders handpicked from around the world. Entries are judged in two phases. Round One judging evaluate entries on a stand-alone basis, without comparison to other entries in their category. During Final Round judging, finalists in each category are judged against other finalists in the same category. In both rounds, all elements of an entry – written case and creative elements – are judged.

Judges are asked to evaluate specific criteria in scoring a case's overall effectiveness and provide four separate scores analyzing specific attributes of the work. The breakdown is as follows:

Scoring System

Strategic Challenge + Objectives =	23.3%
Idea =	23.3%
Bringing the idea to life =	23.3%
Results =	<u>30%</u>
	100% of final score

The judges' scores determine which entries are awarded a gold, silver or bronze Effie trophy. Each winning level – gold, silver, bronze – has a minimum score required in order for a finalist to be eligible for an award. Effie Trophies are awarded in each category at the discretion of the judges. It is possible that a category may produce one, two, three or four winners of any level or perhaps no winners at all.

2011 Case Scores

On average the **Results** section had the strongest scores across all cases (entries, finalists, winners).

On average across all cases (entries, finalists, winners) the **Idea** and **Strategic Challenge + Objectives** sections received the lowest scores.

Effie Winners – www.effie.org/ideas_that_work

We encourage entrants to visit the winner showcase, hosted on www.effie.org, to read past-winning cases and to view the accompanying creative assets. Please keep in mind that all scoring sections are important to pay attention to when preparing your entry.

Insight on Crafting Your Entry

"Be clear. Be concise. Be honest."

- ◆ "A great case is a great story that tackles a well-understood challenge with great writing."
- ◆ "A clear story, simply told, with strong results."
- ◆ "Flowery language is no substitute for substance."
- ◆ "Story telling is important. The person with the most heart for the campaign needs to be involved in the writing of the case study. Too dry case studies kill great results."

Remember, you're talking to real, qualified professionals, but we'd rather read something more like a blend between U.S. Weekly and the Economist than a report from a research company. Avoid marketing jargon like the plague.

★EFFIE Insight: You can't write your way to an Effie, but you can certainly write your way OUT of an Effie.

- ◆ "Great cases begin with clearly stated, quantifiable objectives, and some context surrounding the magnitude of the challenge. Results should tie directly to those objectives."
- ◆ "Where loose analytics are hidden in data overload and excess verbiage, it is easy to spot."
- ◆ "Be sure to restate goals in results section and tie results directly to those goals."

Clarity around your initial goals and metrics is key (do not retrofit objectives). If you can prove you blew away your goals due to a combination of discipline and creativity, you have a solid case for an Effie.

★EFFIE Insight: Have someone else who hasn't worked on the case read and critique your work. Ask them where it falls down in interest, in brevity and in clarity. Does it leave them with unanswered questions?

Fearless pursuit of an insight driven big idea clearly won the day.

How judges described entries they liked:

- ◆ "True innovation and leadership"
- ◆ "Take risks and aim high"
- ◆ "Thought-provoking"
- ◆ "The ones that took a real challenge approach stood out the most."
- ◆ "Less is more. More factual, less exaggeration is best."
- ◆ "Well prepared, honest"

Judges on how to improve an entry:

- ◆ "Don't overpromise in word and disappoint in execution."
- ◆ "Provide more concrete context and less 'fluff' about hard economic times."
- ◆ "Avoid a disconnect between challenge, insight and execution"
- ◆ "Check for grammar, typos, math, and inconsistencies"
- ◆ "Don't create objectives to fit the results – it's obvious."

★EFFIE Insight: Reach out to past judges from your company for guidance – see 2011's judges at www.effie.org/judging/juries.

Strategic Challenge & Objectives

Questions & Detailed Instructions

5A. What was the strategic communications challenge?

Provide context on the degree of difficulty of this challenge.

What was going on in the marketplace and category? Provide information on the category, marketplace, company, competitive environment and/or the product / service that created your challenge and your response to it. Provide competitive context (main competitor spend, position in market, etc.)

Provide a definition of the audience you were trying to reach. What attitudes, behaviors, demographics, culture, etc. define them?

5B. What were your objectives?

What were the Key Performance Indicators (KPIs) against your objectives?

State specific objectives and the tools you planned to use to measure each objective. Provide a prior year benchmark for each KPI or context regarding why they are significant if no prior benchmark is available. Your entry may have one or all of the following objectives: A. Business, B. Behavioral, C. Perceptual/Attitudinal. Give specific objectives for all of these if all apply to your case. Provide a % or # for all objectives.

If you do not have a specific type of objective (e.g. no business or behavioral objectives), state this in the entry form and explain why the objectives you do have are significant and challenging in the context of your competition, category, etc.

In this section you should address the actual assignment you faced. What metrics did you have? What tools did you plan to put in place to get the measurements you needed? Were specific objectives lacking for the case? If yes, what objectives did you come up with and why are they significant? Do not retrofit objectives to results achieved - describe the actual situation you faced at the start of the case as briefly as possible, with as much specifics as possible. Judges detract for recreated objectives.

You must provide benchmark and context for your objectives versus year(s) prior and in context of competitive landscape and category. Judges will be looking for the prior year spend, category context and competitive context when evaluating your results. Explain: What was the business, behavioral or perceptual/ attitudinal response you were looking for in the context of your audience, competition and category? Examples: to meet a concrete share or sales target, to obtain a specific behavioral response, to modify existing brand perceptions, to establish new product awareness.

Do not recreate objectives - state the actual situation you faced and what you hoped to achieve. Judges are assessing the degree of challenge - make sure you explain why your objectives are challenging.

Judges on the challenge and objectives

What makes for a great challenge and strong objectives?

- ◆ "A clear articulation of the problem to solve."
- ◆ "Cultural challenge, brand challenge, business challenge clearly outlined."
- ◆ "Framed well across different layers of objectives."

Challenge should be concise and focused, objectives should be ambitious and have historical and comparative context.

Advice from judges on ways to improve an entry:

- ◆ "Need to be punchier, shorter, and more incisive."
- ◆ "Don't make up objectives to post-rationalize an idea."
- ◆ "Include context on past year spend, competitive situation - if I don't know where you've been I can't judge what you achieved."

- ◆ "Not enough focus on targets, key insights, and context. Some entries described industry-wide challenges that weren't specific to their clients."
- ◆ "Be more specific about the objectives so results can be clearly assessed."

The Idea

Questions & Detailed Instructions

6A. What was the insight that led to the big idea?

How did you get to that insight?

E.G. Was your idea driven by a consumer or business insight, a channel insight, a marketplace / brand opportunity, research, etc.? Explain how it originated and how the big idea addressed the challenge.

Describe any research done that resulted in the insight or awareness of the opportunity or revised/validated it after the fact. Did you adapt your strategy as a result of new things learned in the field?

6B. What was your big idea?

*What was the idea that drove your effort? The idea should not be your execution or tagline. State in **one sentence**.*

Judges on the idea

What makes a great idea?

- ◆ "Clearly and solidly linking target, strategic message and visual identity with creativity."
- ◆ "A clear ownable manifestation of the strategy that will connect with people."
- ◆ "A great idea is one I wish I thought of myself."
- ◆ "Insight is key to executing a truly successful idea."
- ◆ "Something breakthrough, universally appealing, emotionally grabs you."
- ◆ "Simple, inspiring, big enough to drive lots of great tactics."

If you can't explain an idea in one sentence, then you don't have an idea.

Bringing the Idea to Life

Questions & Detailed Instructions

7A. How did you bring the idea to life?

Describe and provide rationale for your communications strategy that brings the idea to life, as borne from the insights and strategic challenge described above. How did your creative and media strategies work together to reach your specific audience? How did you link the insight to the channel choices and how does that play out in your strategy to bring the idea to life?

Did your communication strategy change over time? If so, how?

Make sure to address the rationale behind your channel choices - e.g. why you selected certain channels over others, how you used them, how they worked together separately to reach your audience and timing of how they were deployed where relevant.

7B. What channels did you use? (communications touch points) Check all that apply.

Indicate below all communications touch points used in this case. You must provide detail in your written case and show on the 4-minute video at least one example of each communication touch point you mark below which was integral to the effort's success. For example, if you mark 30 boxes below and 10 were what drove the results and what you discuss in your entry form as integral to the effort, those 10 must be featured on the 4-minute video.

- | | | |
|---|---|--|
| <input type="checkbox"/> TV <ul style="list-style-type: none"><input type="checkbox"/> Spots<input type="checkbox"/> Branded Content<input type="checkbox"/> Sponsorship<input type="checkbox"/> Product placement | <input type="checkbox"/> Interactive <ul style="list-style-type: none"><input type="checkbox"/> Display Ads<input type="checkbox"/> Web site<input type="checkbox"/> Digital video<input type="checkbox"/> Video skins/bugs<input type="checkbox"/> Social Networking Sites<input type="checkbox"/> Podcasts<input type="checkbox"/> Gaming<input type="checkbox"/> Mobile<input type="checkbox"/> Other | <input type="checkbox"/> Retail Experience <ul style="list-style-type: none"><input type="checkbox"/> POP<input type="checkbox"/> In-Store Video<input type="checkbox"/> In-Store Merchandizing<input type="checkbox"/> Sales Promotion<input type="checkbox"/> Retailtainment |
| <input type="checkbox"/> Radio <ul style="list-style-type: none"><input type="checkbox"/> Spots<input type="checkbox"/> Merchandising<input type="checkbox"/> Program/content | <input type="checkbox"/> Packaging | <input type="checkbox"/> Guerrilla <ul style="list-style-type: none"><input type="checkbox"/> Street Teams<input type="checkbox"/> Tagging<input type="checkbox"/> Wraps<input type="checkbox"/> Buzz Marketing<input type="checkbox"/> Ambient Media<input type="checkbox"/> Sampling/Trial |
| <input type="checkbox"/> Print <ul style="list-style-type: none"><input type="checkbox"/> Trade/Professional<input type="checkbox"/> Newspaper - print<input type="checkbox"/> Newspaper - digital<input type="checkbox"/> Magazine - print<input type="checkbox"/> Magazine - digital<input type="checkbox"/> Custom Publication | <input type="checkbox"/> Product Design | <input type="checkbox"/> Consumer Involvement <ul style="list-style-type: none"><input type="checkbox"/> WOM<input type="checkbox"/> Consumer Generated<input type="checkbox"/> Viral |
| <input type="checkbox"/> Direct <ul style="list-style-type: none"><input type="checkbox"/> Mail<input type="checkbox"/> Email | <input type="checkbox"/> Cinema | <input type="checkbox"/> Other _____ |
| <input type="checkbox"/> PR | <input type="checkbox"/> OOH <ul style="list-style-type: none"><input type="checkbox"/> Airport<input type="checkbox"/> Transit<input type="checkbox"/> Billboard<input type="checkbox"/> Place Based<input type="checkbox"/> Other | |
| <input type="checkbox"/> Events | <input type="checkbox"/> Trade Shows | |
| | <input type="checkbox"/> Sponsorship | |

(Bringing the idea to life continued on next page...)

7C. Paid Media Expenditures

Include the value of donated media, out of pocket activation costs, traditional and non-traditional paid media. Check one per time frame.

Sept 2010 – Aug 2011

- | | |
|---|--|
| <input type="checkbox"/> Under \$500 thousand | <input type="checkbox"/> \$10 - 20 million |
| <input type="checkbox"/> \$500 - 999 thousand | <input type="checkbox"/> \$20 - 40 million |
| <input type="checkbox"/> \$1 - 2 million | <input type="checkbox"/> \$40 - 60 million |
| <input type="checkbox"/> \$2 - 5 million | <input type="checkbox"/> \$60 - 80 million |
| <input type="checkbox"/> \$5 - 10 million | <input type="checkbox"/> \$80 million and over |

YEAR PRIOR: Sept 2009 – Aug 2010

- | | |
|--|--|
| <input type="checkbox"/> Not Applicable | |
| <input type="checkbox"/> Under \$500 thousand | <input type="checkbox"/> \$10 - 20 million |
| <input type="checkbox"/> \$500 - 999 thousand | <input type="checkbox"/> \$20 - 40 million |
| <input type="checkbox"/> \$1 - 2 million | <input type="checkbox"/> \$40 - 60 million |
| <input type="checkbox"/> \$2 - 5 million | <input type="checkbox"/> \$60 - 80 million |
| <input type="checkbox"/> \$5 - 10 million | <input type="checkbox"/> \$80 million and over |

7D. Owned Media and Sponsorship

Elaborate on owned media or sponsorships you may have had here or write "not applicable".

7E. List all other marketing components that were active during this time.

You must explain in your entry the effect of the following:

- None
- Pricing Changes
- Couponing
- Leveraging Distribution
- Other (Please Explain)

Judges on bringing the idea to life

- ◆ "Seamless and uncompromised execution."
- ◆ "Show the idea in action."
- ◆ "Outstanding creativity and thinking and engaging all touch points."
- ◆ "Multi-disciplinary efforts demonstrating the strength and elasticity of an idea."
- ◆ "Consistency. Integration by design (not default) across different platforms. Adapting the message to the channel."
- ◆ "Don't waste time in your video re-telling what you have already presented in the written entry. Use the video to show the depth and breadth of how you brought the idea to life."
- ◆ "Show the connection between communication strategy and media."

Video and text should be used in a mutually supportive way -- use the distinct advantages of each medium to emphasize different aspects of the case vs. just saying the same thing.

What judges want to see more of:

- ◆ "More about how the media mix was determined. Sometimes felt that everything was thrown at it to see what would stick."
- ◆ "More focus on media strategy. Entrants mentioned tv and print ads but didn't always mention where they ran and how they appealed to the target."
- ◆ "More strategic integration of media and tactics."
- ◆ "Inspired execution that lives up to smart strategic thinking."
- ◆ "Key learnings. What obstacles were encountered or what didn't work as well as expected? How did the entrant respond and optimize?"

Results

Questions & Detailed Instructions

8A. How do you know it worked? (include KPIs)

Detail why you consider your effort a success. Refer to your specific audience and to your objectives and measurement tools in section 5b. Demonstrate how you met or exceeded those objectives using quantitative and behavioral metrics or other measurement tools you described.

Make sure you address every objective, whether fully achieved or not. Make sure your results and objectives are framed in the context of your audience. For confidential information, proof of performance may be indexed if desired.

8B. Why are these results significant?

Explain, with context, why your results are significant. Did your effort drive business? How? Explain what x% means in your category and for your audience. For confidential information proof of performance may be indexed if desired. Numerical results lacking context regarding why they are significant will be disregarded. Provide pre and post measures and an understanding of the industry norm.

Do not assume judges know what equals success in your category/competitive context or where your product/service and budget was before and after the effort - explain.

9. Anything else going on (whether or not you were involved) that might have helped drive results?

Describe all other factors in the marketplace. Judges are industry executives - entries that omit pertinent information will be disqualified. You must answer this question or write "no other factors". Do not leave blank.

Judges on results

What makes for great results?

- ◆ "Include competitive context."
- ◆ "Tie back to objectives."
- ◆ "Sales, sentiment, ideas generated by customers."
- ◆ "Charts, comparisons from a year ago, sales versus years."
- ◆ "Clear, honest data. Easy to tell when something is omitted."
- ◆ "Sales, sentiment, ideas generated by customers."
- ◆ "The strongest cases immediately and overtly tied back to objectives."

Don't just quote performance against projections. Define it with the context of historical data, industry benchmarks, etc.

Don't Inflate Results

- ◆ "Saying things like "exceeded by 520%" just makes me think that the objectives were stupid rather than results being good."
- ◆ "Clear, contextualized, and believable; too many set objectives low and then "exceed" them... it feels like they're reverse engineered."
- ◆ "It feels as if the cases were written in reverse, beginning with results and then results justified."
- ◆ "Talk about the scale of couponing, price cuts, marketplace activity, etc. - no information or context on these means a downscore."

★EFFIE Insight: Provide as much connection and context as you can to justify that it was the communications that drove the results.

- ◆ "Clearly articulated against objectives with baselines for comparison/reference."

Final Thoughts...

- ◆ Make sure you link objectives and results together, but don't create objectives after the fact to make your story more pat. Judges can see right through this.
- ◆ Talk about the rest of the market and put your results in context. Maybe you didn't achieve your goal but in context of the bottom dropping out of the market and everyone else achieving stagnant growth – there's a story to tell.
- ◆ Don't assume judges know anything about your marketplace – judges are specifically matched with categories where they will not have a conflict of interest – hence they may not know what equals strong success in the luxury market or the automotive market – you need to tell them.
- ◆ Remember that judges represent a broad swath of the industry – if you are presenting PR results there will likely be a judge with extensive PR experience in your room – make sure you present the standard measures they would expect or explain why you don't have them. Same for digital, etc.
- ◆ Judges expect you to make a compelling case for why your results are meaningful and to demonstrate that it was the communications that drove them.

Reminders

- ◆ You have six pages to tell your story. You may not remove instructions from the entry form.
- ◆ Answer all questions.
- ◆ Your answers must be in black 10-point font or higher. Graphs, charts, and instructions may be in color to enhance readability.
- ◆ Be sure all information on the entry form matches the information entered in the online entry area.
- ◆ Separate entry forms are required for Sustained Success, Shopper Marketing and Global submissions
- ◆ As an entrant, you are not required to mail anything to the Effie office. If you are a finalist, you will be asked to mail your hard copy creative materials.

How to Learn More

- ◆ Read through the Entry Form instructions + Entry Kit
- ◆ Review in careful detail the ten reasons a case may be disqualified from Effie and make sure none apply to your case.
 - ◆ Particularly check and make sure all data throughout the entry includes a specific, verifiable source.
 - ◆ Make sure your entry is agency-blind – do not cite agency names anywhere in the entry form or creative materials.
- ◆ Visit our online Winner Showcase to read case studies and view videos created by the winning cases.
- ◆ Sign up for a physical or virtual Effie Q&A session
- ◆ Contact the Effie Office for any other questions or concerns about the entry process.
 - Steph Jones, Program Coordinator, sjones@effie.org, 212-687-3280 x 225
 - www.effie.org / <http://www.twitter.com/effieawards> / www.facebook.com/effieawards