

The Shopper Marketing Effie Awards are run in partnership with:



WELCOME TO THE 2012 SHOPPER MARKETING EFFIE AWARDS COMPETITION

It is my pleasure to invite you to be a part of the 2012 Shopper Marketing Effie Awards competition, honoring the year's most effective marketing communications efforts that target shoppers on the path to purchase.

It is part of Effie Worldwide's mission to recognize and encourage effectiveness among the marketing communications industry. To do this most effectively, we must embrace all segments of marketing communications and Shopper Marketing is a key element of consumer engagement and crucial to the success of any brand. Manufacturers and retailers are focusing more and more on engaging their target shoppers in innovative and meaningful ways through research and supported insights and we want to celebrate and help facilitate learning from that.

We introduced the Shopper Marketing Effie category last year, learned a lot and are excited to announce the expansion of the program that includes a partnership with the [Path to Purchase Institute](#) and a total of 15 new Shopper Marketing categories recognizing the unique marketing challenges of both Retailers and Manufacturers.

Another new addition to the Effie competition, in partnership with Warc, is the inclusion of the **Effie Effectiveness Index**, a ranking of effective companies and brands based on finalist and winner data from Effie competitions worldwide. Visit www.effieindex.com to see how your company fared.

The Effie Index makes finalist or winner status more valuable than ever, and Effie provides several resources you can use to make your entry as effective as it can be. These include a searchable winner database and the Effective Entry Guide, featuring detailed instructions for each of the scoring sections and judge insight. Other tools include live and virtual Effie Q&A sessions; webinars from past winning teams on their success, archived at youtube.com/effieworldwide; and the online entry area, where you can log-on to update your entry and share it with your team.

To further help entrants improve their entries, we are offering a beta feedback program. For an added fee, entrants will receive a personalized Effie Entry Insight Report. Entrants will learn the ranking of scoring elements (high to low) and feedback from the judges, including what would have made the entry stronger.

We look forward to seeing your work in the competition and wish you the best of luck.

A handwritten signature in black ink that reads "Mary Lee Keane".

Mary Lee Keane
President
Effie Worldwide



TABLE OF CONTENTS

Eligibility, Deadline & Fees	4
What You Need to Enter	5
How Your Entry will be Judged	7
Effie Entry Insight Report	
Creative Requirements	9
How to Format your 4-Minute Video	
How to Submit your Creative Materials	
Ten Reasons for Disqualification	12
Credits Required for Your Entry	14
Company Credits	
Individual Credits	
Case Summary	
Publication of Your Entry	16
Final Checklist	17
Contact	
Mailing your Materials	
Tips For Successful Completion of Your Entry	18
Fifteen Reasons Cases Get Lower Scores Than They Should	19
Categories	21
Manufacturer	
Retailer	
Effie Resources	24
2012 Effie Entry Form	25



ELIGIBILITY, DEADLINES & FEES

Any and all shopper marketing communications efforts, whether full campaigns or unique efforts within a campaign are eligible to enter. Retail experience, viral, buzz, direct mail, PR, Radio, TV – any one or any multiple combination of mediums – any examples of work that demonstrate how you tackled your client’s objectives can be entered. Campaigns must demonstrate at least two touchpoints working in concert to push the shopper along the path to purchase. To enter, you must detail the “why” behind the strategy and provide proof that your work achieved the results you were hired to produce.

Marketing efforts that ran in North America – defined as work that ran in the US or Canada – between **September 1, 2010 and August 31, 2011** are eligible to enter.

Your work must have made an impact during this time period and the results you provide must be within this time frame. 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. No results after August 31, 2011 are eligible.

If your case ran in multiple countries (even if it did not run in the U.S. or Canada), it may be eligible to enter the *Global Effie Awards*. Refer to effie.org for entry

information. Effie reserves the right to refuse any entry at any time.



Note: You must credit all main strategic and creative partners when you enter.

LAST CHANCE TO ENTER: 5PM EST, OCTOBER 31, 2011

Entries will not be accepted if they are not accompanied with the full, correct entry fee payment.

In order to be processed and entered into the competition, all parts of the entry must be electronically submitted to Effie. Once you submit an entry online, you cannot change it without contacting the Effie office. Please note that changes will not be made to any entries after judging has started. You will receive an entry confirmation once all entries have been processed.

You may enter your work anytime between now and October 31, 2011. The entry fee is determined by when you submit your work into the competition with full payment.

ENTRY FEE

	Entry Date	Fee to Enter
On Time:	October 11, 2011	\$820
Extension Deadline:	October 12–18, 2011	\$1,035
Last Chance Deadline:	October 19–31, 2011	\$1,585



Note: Entries received after October 31, 2011 will not be processed and therefore will not be entered into the competition.



WHAT YOU NEED TO ENTER

ITEM	DETAILS	BY MAIL	UPLOAD ONLINE
ENTRY FORM	Questions 1-9 = total of 6 pages		One .pdf and .doc copy (Round One Judges will ONLY see the pdf, Final Round Judges will see the hard copy of the .pdf)
CREATIVE/ COMMUNICATION REEL	<p>4 minute, 250 MB max video showcasing how you brought your big idea to life. A video shorter than 4 minutes is fine.</p> <p>All creative, communication and experiential elements integral to the case must be featured. You must show complete examples.</p> <p>The video will be used on the Effie website, Gala, and for media and educational purposes.</p>	None required at entry. If you are a finalist, you may be asked for a high quality copy of the video if the uploaded video quality is not sufficient.	One video: .mov 4-minute max., 250 MB max. For 4:3 aspect ratio minimum size: 640x480; 16:9 aspect ratio, minimum size: 1280x720; letterbox submissions may be sent as 640x480. Will be judged on a laptop and on min. 50" x 30" screen.
STILL IMAGE OF YOUR WORK	<p>Provide 1 image that best represents the essence of your case.</p> <p>Will potentially be used in the Effie Awards Journal, website, Awards Gala, and for media and educational purposes.</p>	N.A.	One image: .jpg/.jpeg, minimum 3.5 inches at 300 dpi, 5 MB max, CMYK format. Online work must be screen shots at 100% of size for best reproduction.
SUMMARY OF YOUR CASE	<p>A brief summary – 90 words – that best describes the challenge, how/why of the strategies implemented and results.</p> <p>Will be used in the Effie Awards Journal, website, Awards Gala and for media purposes.</p>	N.A.	Enter online in credits area.
SAMPLES OF WORK	<p>Provide 1-2 examples of your work featured on the 4-min. video that judges would also benefit from seeing as a still image and as hard copies.</p> <p>Includes but not limited to: print ads, direct mail, web pages, flyers, etc.</p> <p>1 image is required online.</p> <p>If you are a finalist, mail in copies of the uploaded files (if any) and other examples the judges would benefit from seeing up close. Limit 6.</p>	<p>If you are a finalist, you will be requested to send 10 collated hard copies of max. 6 elements featured on the video that you want judges to see up-close. Collate with a binder clip or paperclip and label the back with entry ID, title and brand name. Size cannot be larger than 8.5" x 11". Copies are fine.</p> <p>Only final round judges will see these.</p>	<p>1-2 .jpg examples: .jpg/.jpeg, 300 dpi, 5 MB max. RGB format.</p> <p>Format for a laptop screen so small copy can be read.</p> <p>Judges in Round One do NOT see your hard copies. Therefore, select 1-2 images featured on your 4-minute reel that you think Round One judges will benefit from seeing as a still image. E.G. web page with small text or magazine ad with small text.</p>



WHAT YOU NEED TO ENTER (CONTINUED)

ITEM	DETAILS	BY MAIL	UPLOAD ONLINE
PAYMENT INVOICE	<p>If paying by check, submit the Payment page from the online entry area with your check.</p> <p>Checks payable: Effie Worldwide, Inc.</p>	<p>Check and payment page if you did not pay by credit card.</p> <p>NOTE: Entry can not be processed until full payment is received.</p>	N.A.
AUTHORIZATION FORM	<p>Print from the online entry area, have a company officer sign and provide for each entry. Upload online.</p>	N.A.	Signed authorization form.
ONLINE ENTRY AREA	<p>We recommend starting your entry in the online entry area early to familiarize yourself with the requirements and information you need to complete there. You can create one log-in for your company and have multiple entries under that log-in OR you can create a separate log-in for each entry. Either approach is fine.</p> <p>You are able to edit/delete/change your entry at any point until you click SUBMIT. Effie only looks at submitted entries. Therefore, feel free to do as much work as you like in the online entry area.</p> <p>You'll be asked to complete basic entry details about your case, provide full credits and contact information for your case and upload your completed entry form, 4-minute video and various materials to recognize your case if it is a winner – including company logos, a team photo, case image, etc.</p> <p>You must complete all sections of the online entry area and click SUBMIT to officially submit your entry for processing.</p>		<p>Two+ company logos (one for the client and one for each lead agency) in .ai or .eps format.</p> <p>One-two team photos of the lead agency and client team as 300dpi .jpps/.jpegs of 1000 pixels wide or tall; 5MB max each.</p> <p>Credits and contact information for your case (max. six credited companies and ten individual credits).</p> <p>Media and basic entry details for your case-be sure this information matches your entry form.</p> <p>Publishing permission for your written case.</p> <p>Upload of your 4-min. video + .pdf and .doc of your entry form + .jpg case images.</p>



HOW YOUR ENTRY WILL BE JUDGED

Your entry will be judged by some of the brightest and most experienced business leaders hand-picked from around the world. Entries are judged in two phases. Round One judging evaluates entries on a stand-alone basis without comparison to other entries in their category. In Final Round judging, finalists in each category are judged against other finalists in that category. In both rounds, all elements of an entry – written case and creative elements – are judged. Judges also have the opportunity to discuss the cases in both rounds before finalizing their scores. Scoring is done anonymously and confidentially.

Judges are asked to evaluate specific criteria in scoring a marketing 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 =	30%
	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.

 **Tip:** Download the [Effective Entry Guide](#) for detailed instructions for each question and insight from 2011 judges.

COMPLETING THE ENTRY FORM

Your entry should tell the complete story of all advertising and marketing communications that were created and implemented for this shopper marketing effort, and any other factors that impacted your efforts. Included in this Entry Kit is a sample of the 2012 Effie entry form questions. The official entry form you need to download from www.effie.org provides six pages to complete the questions.

 **Tip:** Visit the winner showcase at www.effie.org/ideas_that_work to review the work and read the cases of recent winners.

EFFIE ENTRY INSIGHT REPORT

This year, entrants will be given the option to purchase a personalized Effie Entry Insight Report. The report comes from the desire of entrants to enter the best work possible; and of entrants, judges and Effie to help make the industry as strong and effective as it can be.

Entrants will learn the ranking of the Effie scoring elements (high to low) for their entered case based on the overall average of all judge scores for the case and will receive written comments from the judges, including what would have made the entry stronger. This insight will be provided for all rounds of judging the entry encounters.

In the online entry system, entrants will be given the option to add this report for the price of \$180 per entry. This option is only available at time of entry.




SOURCING YOUR DATA IN THE ENTRY

All data, claims, facts, etc. included anywhere in the entry form (Strategic Challenge section, Idea section, Results section, etc.) must include a specific, verifiable source. Entries that do not source data will be disqualified. Be as specific as possible in documenting all evidence; provide sources of data, research involved and time period covered.

You must source all data and claims you provide in the entry form either by listing the specific source next to each piece of data or in clearly marked footnotes at the bottom of each relevant page.

Acceptable sources can be: advertiser data, agency research or third party research companies. Use the specific name of the company to reference a source except when the source is an Agency company (Ad, Media or other agencies). Because Effie is an agency-blind competition we require agency company research to be referenced via the term "Agency research." However, you must still be as specific as possible about this source (time period covered, research involved, etc.)

 **Note:** *The Effie Awards reserves the right to check all sources provided for accuracy.*



CREATIVE SHOWCASE

Creative Communications Reel

The creative reel should showcase the creative that brought the big idea to life. This is not a video of your written case. Creative/communication elements submitted must directly relate to your strategic objectives and results outlined in the written form, and must have run in the marketplace.

Show the “how-when-where” you connected with your shopper segment, include at least one example of each of the integral communications touch points mentioned in your written case. You do not need to feature on the video all items in the communications touch points checklist, only those integral to the case’s success that are mentioned in your written case. If time allows, you can include additional examples of specific creative materials. **No results are allowed on the video. Inclusion of results on the video will result in disqualification.**



Note: Judges have consistently said they would like to see more complete examples of work featured on the video in place of a rehash of the written case. The primary purpose of the video is to show the work.

You are required to show complete commercials - except where editing is necessary because of time (e.g. events, guerrilla marketing activities, sampling, etc.). Examples of any integral print, direct mail, etc. elements must be included in the video, but do not have to be mailed in.



Important: Your explanation on the video cannot include results or agency names/logos.

Editing Features

You can use editing features such as voiceover, text, etc., to better explain the work shown. You cannot include on the reel any work that you do not have rights to (e.g. music/images that are not part of your creative work).

Work submitted must be original or you must have secured rights to submit it. However, stock music/images are allowed as long as you have the rights to use them. Stock music/images can only be used in ways that clearly delineate what was work that ran in the marketplace.



Note: Do not use any stock music/images that will cause confusion for judges with how your work ran in the marketplace. Do not feature any competitive work on the reel.

Hence, you cannot run a background music track behind your TV commercial as it plays on the video – the commercial must be shown as it aired in the marketplace. You can run music behind your print ads as they scroll by, since it will be clear that the print did not air in the marketplace with music.



Note: The primary purpose of the reel is to show your work as it ran in the marketplace.



Note: Creative material becomes the property of the Effie Awards and will not be returned. By entering your work into the competition, the Effie Awards is automatically granted the right to make copies, reproduce or display the creative material, including the 4-minute video, for education and publicity purposes. If you are a winner, the video will be featured in the effie.org winner showcase forever and may be used for other purposes including, but not limited to, the gala, winner compilation reels, conferences and seminar, educational products, etc.



Tip: Check out effie.org to view a summary of creative technical requirements.



SUBMITTING YOUR CREATIVE ELEMENTS

VIDEO

Upload your 4-minute video to the online entry area using the following specifications:
One video, 4 minutes maximum, 250 MB maximum in the .H264 Quicktime .mov format.

- For 4:3 aspect ratio, minimum size should be 640 x 480
- For 16:9 aspect ratio, minimum size is 1280 x 720
- Letterbox submissions may be sent as 640 x 480

Add subtitles or include written translation (attached to your entry form) for all non-English creative materials.

If you are a finalist and your uploaded video quality will not meet the requirements for use at the gala, you may be asked to mail a NTSC video dvd full resolution video dub – full screen DV (720 x 480) w/44K or 48K audio.

Do not include results anywhere on the video AND do not include competitive work or Agency name(s) or logos anywhere on the video.

Do not include any materials you do not have the rights to on the video (e.g. music not part of your creative work).



Note: Bear in mind that judges will see your .mov uploaded file on a laptop in round one and on a central screen of at least 50" x 30" in the final round.



Note: Bear in mind that the video you submit may be published. All winning and finalist videos may be featured on effie.org

CASE IMAGE

Upload your (.jpg or jpeg, minimum 3.5 inches at 300dpi, CMYK format) image for the Awards journal and promotional purposes to the online entry area. Online work must be screen shots at 100% of size for best reproduction.

PHYSICAL HARD COPY + .JPG EXAMPLES OF YOUR WORK

Do not include Agency names or logos on any of the hard copy or .jpeg materials.

Upload 1-2 (1 required) .jpg/.jpeg, 300 dpi, 5MB (max each) examples of work featured on your 4-minute video that judges will benefit from also seeing as a still image (e.g. extensive text on a magazine or newspaper ad, on an internet web page, on a direct mail piece, etc.) If you do not have an example, you can upload the case image. Please format as RGB.

Judges in round one will see your uploaded items as jpegs on a laptop.

If a finalist, you will be asked to submit hard copies to be seen by judges in the final round.

(CONTINUED...)



EXAMPLES OF YOUR WORK (CONTINUED)

Hard Copies of Creative Work

IF YOU ARE A FINALIST, you will be asked to mail 10 collated copies (collate with a binder clip or paperclip, not a staple) of a **maximum of 6 items featured on the video that you feel judges will also benefit from seeing as a physical copy** (e.g. internet web page with extensive text, magazine or newspaper ad, direct mail, etc.) to the Effie office along with your entry form. These should include the 1-2 .jpg examples of your work that were uploaded to the online entry system.

Mail only copies of the materials featured on your 4-minute reel that will be difficult for judges to appreciate on a central screen (e.g. a magazine ad vs. sending hard copy of a poster, which is clear on a central screen).

Hard copy examples should not be mounted. Copies are acceptable. Make sure that you collate your copies with a binder clip or paperclip. Do not include actual magazines or newspapers – simply provide a copy of the ad that was featured in them. Size should not be larger than 8.5" x 11". Label the back of each hard copy example with entry #, brand name, case title, type of work (web page, banner ad, magazine ad, newspaper ad, direct mail, etc.) **Do not include any agency names on any of the materials submitted.**

! **Important:** *Non-compliance with these instructions will result in automatic disqualification from the competition.*

TEAM PHOTO(S)

All entrants are asked to upload 1–2 team photos to the online area. The photos will be used to recognize your team if you are a winner at the awards gala and in other award opportunities. Please submit the photo(s) as follows:

An agency team photo and a client team photo (or a single team photo that includes both the agency and client).

Team photos should be submitted as 300dpi jpg/jpeg files that are at least 1000 pixels wide or tall, but no more than 5MB each.

COMPANY LOGOS

All entrants are asked to upload two company logos – an image of the client and lead (and co-lead agency) logos in the online entry area. The logos will be used to recognize the winning companies if your case is a winner.

Upload ONE .eps or .ai lead agency logo and ONE client logo in the same format.



TEN REASONS FOR DISQUALIFICATION

The following will result in disqualification and entry fees will be forfeited.

1. Results not referenced.

All data, claims, facts, etc. presented anywhere in the entry form must reference a specific, verifiable source. This could be advertiser data, agency research or third party research companies. We reserve the right to verify the accuracy of the data with the source named.

Sources must be provided next to each piece of data, or claim OR in clearly marked footnotes at the bottom of each relevant page of the entry form. Be as specific as possible in documenting all evidence; provide sources of data, research involved and the time period covered. Use the specific name of the company to reference a source except when the source is an agency company (Ad, Media or other agencies).

Because Effie is an agency-blind competition we require agency company research to be referenced via the term "Agency research." However, you must still be as specific as possible about this source (time period covered, research involved, etc.) Effie reserves the right to verify accuracy and completeness for all sources.

2. Not enough information.

Not including examples of all creative materials discussed in the case brief and integral to the effort on the 4-minute creative reel. You must include at least one example of all creative detailed in the entry form that was integral to the case's success on the 4-minute reel.

3. Agency name or logos published in the Entry Form or on the creative materials.

Effie is an agency-blind competition – do not cite agency names anywhere in the entry form or creative materials. Do not cite your agency name (or any other Agency – Ad, Media, Digital or other – names) as your reference source. If an agency is the source of your research, reference "Agency Research".

4. Including Results on the 4-minute creative reel.

You are not allowed to include results on the reel. Refer to the Creative Reel instructions on page 8.

5. Using logos, graphics or colored font in entry form.

Logos, graphics, pictorial elements, or other creative materials present in the Entry Form will not be accepted.

Do NOT include screen grabs of your creative work in the written case. These should go on your 4-minute video.

All text that appears in the answer sections of the Entry Form must be in standard black font. Colored fonts will not be accepted in those sections. It is fine (and recommended) to use readability style effects like bullets, bold, white space, etc. throughout the entry form.



Note: *Graphs and charts displaying data are acceptable and can be presented in color. No logos should be included on graphs.*



TEN REASONS FOR DISQUALIFICATION (CONTINUED)

6. Submitting handwritten or low-quality cases.

Make sure to have someone read your case and check for spelling, math and grammar errors as well as hyperbole, undocumented claims, etc. before you submit.

7. Ignoring spacing guidelines or deleting the instructions or questions from the entry form.

The official entry form is 6 pages, including questions and their instructions 1–9, minimum 10-point font. If you exceed the official number of pages, all additional material will be removed and will not be seen by judges. Brevity and clarity are much appreciated by judges.

8. Submitting an incomplete Entry Form.

You must fill out every section of the Entry Form – do not leave any blanks and do not delete any questions or instructions from the form itself. If a question is not applicable, you must state this directly by the question. Any question left blank will result in disqualification.

9. Missing Translation.

Creative materials submitted for consideration that are not in English require translation.

10. Missed Deadline.

Your entry materials are incomplete in some way after October 31, 2011.



CREDITS REQUIRED FOR YOUR ENTRY

The area for assigning credit to companies and individuals occurs as part of the online submission process.

Please ensure spelling and job titles are correct – the way you type it in is the way it will be presented to the media, appear on trophies, certificates, the Effectiveness Index, the Effie Winners Showcase, the Awards Journal and at the Awards Gala.

The information you give in the online entry area credits section may be published and/or appear on recognition certificates and in the **Effie Effectiveness Index**. In order to be recognized appropriately in the Effie Effectiveness Index, please communicate with other team members within your company as to how your office/company should be listed.

Tip: Visit the Winners Showcase at www.effie.org/ideas_that_work to see examples of how company and individual credits and the case summary are listed online. Make sure to have the credits you submit reviewed internally to insure the correct individuals from the client and other contributing companies are recognized.

THE EFFIE EFFECTIVENESS INDEX

Launched in June 2011 by Effie Worldwide and Warc, the **Effie Effectiveness Index** identifies and ranks the marketing communications industry's most effective agencies, advertisers and brands by analyzing finalist and winner data from 40 worldwide Effie Award competitions. The Index – along with its expansion plans of customized reports, industry research data and multi-tiered search capabilities – is the ultimate benchmark in recognizing the architects of marketing communications effectiveness. The comprehensive rankings, which can be filtered by region, country and product category, can be found at www.effieindex.com.

To be considered for the Index, work must be submitted into participating worldwide Effie competitions. Both finalists and winners will receive points towards the Index. The more finalist/winner recognition a company accumulates, the more points it will earn towards the Index. Ranking is not determined by number of wins vs. number of entries.

Credits submitted at the time of entry will be used to tally Index results if the case is a finalist or winner, with separate point values given to lead and contributing agencies.

We urge you to think carefully about your partners – clients; agencies of all types including full service, media, digital, promo, pr, events; media owners; research companies; etc.

Visit the Effectiveness Index section of the online entry kit for more details.

CREDIT CHANGES

Information you enter in the online entry credits section will be considered final. Effie does not allow companies or individuals credited at time of entry to be uncredited or removed at time of win because our standard policy is to recognize those originally credited at time of entry.

The only changes Effie allows to credits are changes to correct spelling or to add an additional name if you have not yet credited six companies and ten individuals.

To make any of these changes the charge is \$600 after you have submitted your entry. Therefore, we recommend carefully checking and rechecking credits before clicking submit to insure you have credited the correct individuals and companies and that all information is spelled correctly.


If you are a winner and need to make a credit correction or addition you can do so by submitting a request in email to the Effie office by or before **March 1, 2012**. If approved by Effie you will be charged **\$600** to make the change. Any requests for credit corrections received after March 1, 2012 cannot be made.



CREDITS REQUIRED FOR YOUR ENTRY (CONTINUED)

COMPANY CREDITS


You are required to credit all creative and strategic partners who contributed to the shopper marketing communications effort. Space has been provided in the online entry area to credit six companies. You must credit the client and at least one lead agency.

 **Tip:** We encourage you to use all six company credit spaces rather than leaving any blank. If you leave any blank and want to add names after the time of entry, the charge is **\$600**.

You can credit two agencies as "lead agencies" and they will then be regarded as co-lead agencies on the work.

INDIVIDUAL CREDITS – CREDIT CLIENT AND AGENCY TEAM MEMBERS

Space has been provided to credit ten individuals. Please credit all main client and agency team members and make sure spelling is correct. All individuals listed will be credited in the Effie Awards journal and in the online Winners Showcase.

 **Tip:** We encourage you to use all ten individual credit spaces rather than leaving any blank. If you leave any blank and want to add names after the time of entry, the charge is **\$600**.

CASE SUMMARY (Limit 90 words)

Your Case Summary will be published in the awards program journal, on the official Awards website and for promotional/media/awards show purposes.


TROPHIES

All winning entries receive two trophies. A maximum of two agencies and one client can be credited on the trophies given to winning teams. The client and lead agency is the engraving default setting for all trophies, unless co-lead agencies are designated, in which case both lead agencies would then appear on the trophy.

If your case is a winner, you can purchase duplicate trophies or personalized trophies with your choice of credited agency(s) listed.

CERTIFICATES

If your entry is an Effie winner you will receive certificates for all individuals credited on the entry (max 10) listed at the time of entry.

 **Note:** Additional trophies and certificates can be personalized with an individual's name and purchased at www.effie.org.



PUBLICATION OF NOTEWORTHY AND WINNING WORK

Entries that become Finalists and Winners in the 2012 Effie Awards Competition will be showcased in various ways. Publication is at the sole discretion of the Effie Awards.

Work submitted must be original or you must have received rights to submit it.

CREATIVE MATERIALS & CASE SUMMARY (VIDEO, CASE IMAGE)

The creative material & case summary you enter into the competition becomes the property of the Effie Awards and will not be returned.

By entering your work in the competition the Effie Awards is automatically granted the right to make copies, reproduce and display the creative materials & case summaries for education and publicity purposes such as but not limited to the Effie Awards Journal, Website, Partner Websites – including the Path to Purchase Institute, Newsletters, Programming/Conferences and Awards Gala and presentations.

Creative material submitted to the Effie Awards includes your 4-minute video reel, all .jpg images and hard copy examples. The case summary is your 90 word public summary of your case.

EFFIE WRITTEN ENTRY FORM

In addition to the above, the Effie Awards offers entrants the opportunity to have their written case published on the Effie Awards web site, partner web sites and/or other publications as approved by the Effie Awards.

We respect that entries may have information deemed confidential by the client.

Please indicate in the online entry area whether or not publishing permission is granted for the written entry.

- ☞ **“NO”** - If you indicate that you do not want your written entry form published, we will not publish your written entry case. However, as stated above, we will still have the option to publish, reproduce and display the public case summary and the creative material, including the 4-minute video, that you submitted in their original versions.
- ☞ **“YES”** - If you select yes, you agree that the written entry form may also be published, reproduced and displayed for educational and promotional purposes.
- ☞ **“YES - EDITED VERSION OF YOUR WRITTEN CASE”** - If you select yes/edited version or no to publication permission, the Effie Awards will follow up to provide you with the opportunity to submit an edited version of the written case. However, as stated above, we will still have the option to publish, reproduce and display the public case summary and the creative material, including the 4-minute video, that you submitted in their original versions.

💬 **Tip:** Review the work and read the cases of recent Effie winners at [www.effie.org/ideas that work](http://www.effie.org/ideas_that_work).

✍️ **Note:** If you have concerns regarding submitting your written case, the Effie Awards would be happy to speak with you regarding how data is kept confidential during judging; how to involve key team members in the judging process; and how you can submit indexed data.



ENTRY OVERVIEW CHECKLIST

Please review to insure you have completed all steps necessary to enter the 2012 Effie Competition:

- ☞ You registered your case in the Effie online entry database & have obtained an official entry number.
 - ☞ **Tip:** You will obtain your official entry number only after you both register yourself in the online entry area and you complete the first tab "Entry Details" of the Add Entry area. Once you do this, you can see your entry number by going to the View/Edit Entries section. You can change/delete/update/view your entry as much as you like until you click submit online. To continue editing your entry, click the magnifying glass next to the entry ID number.
- ☞ You read the "[10 Reasons for Disqualification](#)" that are a part of this guide and made sure none apply to the entry form or creative materials you are submitting.
- ☞ You read the "[Effective Entry Guide](#)" with detailed instructions for each question and judge insight.

You have properly entered all materials online:

- ☞ Step 1: Created an account & entered information. Note: you will obtain your entry number in the View/Edit Entries section after you add an entry.
- ☞ Step 2: Uploaded all Entry files – includes your written case, authorization form, 4-minute video, .jpg case images, two company logos in .ai or .eps format and one-two .jpg team photos.
- ☞ Step 3: Provided Media Details for your case. These must match the media details on your written entry form.
- ☞ Step 4: Provided Requested Data for Effie Internal Research/Database purposes
- ☞ Step 5: Provided Company and Individual Credits & Contact Information for your case. These will be published in the Effectiveness Index if your case is a winner. Confirm with other entering teams within your office how to designate your office.
- ☞ Step 6: Finalized and Officially Submitted your case online by clicking the Submit button
- ☞ Step 7: Paid via credit card online (alternatively you can send a check payable to Effie Worldwide Inc.)

Please send checks to:

Effie Worldwide, Inc.
Attn: Stephanie Pulner
116 East 27th Street, 6th Floor
New York, NY 10016, USA.

W: www.effie.org / **E:** spulner@effie.org / **P:** 212-687-3280, ext. 228 / **F:** 212-656-1523



TIPS FOR SUCCESSFUL COMPLETION OF YOUR 2012 EFFIE ENTRY

Be direct. Present your story in an easy-to-follow style with minimum hyperbole. The link between the strategic challenge, the objectives, big idea, the creative executions and results should not be hidden.

Identify the competitive landscape. Do not assume that the judges reviewing your entry are aware of the marketplace ins and outs of your particular category. Be sure to provide a clear picture of the marketplace situation.

Be concise. Use the space and pages provided in the standard form. Don't add pages – they will simply be discarded upon receipt.

Include clear, simple, relevant charts and tables. If done correctly, charts and tables allow judges to easily assess the success of the shopper marketing initiative.

Know the rules. Review the judging criteria for 2012 and the "[10 Reasons for Disqualification](#)" before submitting your entry.

Source Your Data and Results. The #1 reason judges mark an entry for disqualification is failure to provide a specific, verifiable source for all data, claims, facts, etc. included anywhere in the entry form. Review the guidelines in this document for sourcing your data before finalizing your entry.

Make sure your entry does not include an agency's name or logo anywhere in the entry form or creative materials — Effie is an agency-blind competition. The #2 reason judges disqualify an entry is including agency name in the entry form or creative materials.

Provide English translation for all non-English creative materials.

Be compelling. Your entry should be stimulating to read. Tell the judges a compelling story with facts to back it up.

Tell judges why it was successful. For every objective provide clear, sourced results and provide context for judges to judge those results and objectives. For example, what was spend for your brand prior year, for the competition, etc. What were results prior year vs. now for your brand and the competitive landscape, etc.

Learn from Success. Take time to review 2011 Effie-winning cases in the online showcase.

Listen to the Judges. Download the [Effective Entry Guide](#) for judge insight and detailed instructions for each of the scoring sections.

Proofread. Have a few of your colleagues unfamiliar with your brand read your case through before submitting to be sure all the elements are there without typos and you have addressed all questions those unfamiliar with your brand may have after reading the draft. Ask them to give you honest feedback about the length and the jargon. Judges appreciate cases that are not overinflated and that are clear and simple.



FIFTEEN REASONS CASES GET LOWER SCORES THAN THEY SHOULD

- 1. Objectives** – Retrofitting objectives to results achieved or creating objectives after the fact rather than explaining the situation you were faced with accurately.
- 2. Objectives vs. Results** – Not addressing all objectives completely in the results section. Not providing evidence that it was the shopper marketing communications that drove the results.
- 3. Audience** – Omitting a clear, concise description of the audience upfront.
- 4. Media Strategy** – Omitting a clear description of media strategy.
- 5. Collaboration with Partners** – Not reaching out to all partners, collaborating with & crediting them – thereby leaving missing data points or work in the case.
- 6. Context for data** – Not providing context for data vs. prior year vs. competitors vs. past year’s media spend etc.
- 7. Unanswered Questions** – Leaving judges with unanswered questions someone unfamiliar with your brand and category will ask after reading your case. Have someone unfamiliar with your case read it before you submit it.
- 8. Poor proofreading** – Math mistakes, spelling mistakes, grammar mistakes or typos.
- 9. Overwriting/hyperbole** – Shorter than six pages, written compellingly with the facts clearly stated will succeed over lots of description every time.
- 10. Future Focus + Continuing Story** – Not talking about learning as a result and your future-focus. What will you change going forward? What didn’t you achieve but are making a change to do going forward? Did you adapt your strategy as you went to market in response to new things learned? Judges respect cases that are honest and talk about the real shopper marketing situation.
- 11. Unfamiliar Terms** – Not explaining unfamiliar terms/jargon.
- 12. Explaining why the objectives and results were important** – Not providing context for and defending objectives and results – why were they significant and important? Simply stating results without this context results in low marks from judges.
- 13. Lack of brevity** – a shorter video and a shorter brief are better than padded versions of either.
- 14. Sourcing** – Poor or incomplete sourcing of results, facts & claims in the entry form.
- 15. Video** – Not including examples of key work on the video or not making it clear what the work is on the video versus “effects”. Judges want to see the work. Judges have consistently said at all judging sessions in 2010 and 2011 that they wished to see more work than they were shown on the video. Show more work and reduce or eliminate brief reiteration on the video. Don’t include any results on the video. This is the #3 reason judges mark a case for disqualification in the competition.



FIFTEEN REASONS CASES GET LOWER SCORES THAN THEY SHOULD

(CONTINUED)

KEY TAKEAWAYS

Keep it simple (both video and case), brief, clear and make it interesting to read and view.

Remember that judges in round one will read fifteen cases and in final round they will read at least ten. To stand out your case needs to be short, interesting and not omit pertinent facts or leave judges with unanswered questions.

Spend time on editing and reviewing your writing to make it simple and clear rather than spending money on a video laden with unnecessary effects and an overwritten brief. Judges want to see the work on the video not effects created for the video.

Many entries in round one are eliminated on writing alone. You can't write your way to an Effie win if you don't have results. However, you can write your way out of one.

Really think about your Strategic Challenge & Objectives section – this is the lowest scoring section overall for judges across entries and winners. Judges do not appreciate retrofitted objectives to results and are disappointed when this section lacks the context necessary to judge why the results you achieved were important and significant.



CATEGORIES

The 2012 Shopper Marketing Effie Competition will debut with a total of 15 categories. With a selection of categories dedicated to manufacturers and a selection to retailers, the awards will focus on their respective shopper marketing challenges.

CATEGORY FAQS

Can I Enter Multiple Categories?

Yes. You will need to complete a separate entry form, submit a separate set of creative samples and pay the entry fee for each additional category.

However, New Product/Service Introductions are not allowed to enter into any other category.

 *Note: The Effie Awards reserves the right to re-categorize entries, split/redefine categories and/or refuse any entry at any time.*

Can I Re-Enter Past Effie-Winning Work?

Yes. Here is how it works:

- Past Gold Effie winners can re-enter into a category in which they did not win Gold. Past Gold winners can reenter the same category after two years.
- Past Silver and Bronze Effie winners can re-enter into any category.
- Past David vs Goliath winners are not eligible to enter the David vs Goliath category again.



SHOPPER MARKETING CATEGORIES: MANUFACTURER & RETAILER

Category: Manufacturer

David vs. Goliath

This is an award for smaller, less established brands or products making inroads against big, established leaders and for established small brands taking on “sleeping giants”. Brands that should enter this category were able to change the shopping dynamic and succeed against larger competitors by restaging the category. Also eligible are existing products that moved into a new product/service field with competitors. Entrants must detail the business challenge, the competitive landscape and how their business succeeded despite the odds.

LAST

Loyalty, Awareness, Sales, Trial – if you’re not effective in these areas, your product/brand won’t last in the marketplace. The spotlight here will shine on those campaigns that had one or more of these objectives as the driver for the effort.

Multi-Brand Shopper Solution

Shoppers are looking for ways to tackle everyday challenges, whether it’s what to prepare for dinner or how to maintain a beautiful lawn – they want all-in-one solutions. This award will celebrate manufacturer’s multi-brand/multi-product solution centers that understood exactly what their target shopper needed.

Multicultural

This is an award for manufacturers that effectively targeted multicultural markets and impacted in-store behavior. If the effort had multiple audiences, it is necessary to demonstrate the specific outreach and results for the specific multicultural shoppers you were trying to reach. Your entry should be presented in a way that identifies how and why the shopper marketing effort was created and how it succeeded with the target shopper.

Multi-Retailer Rollout

For campaigns that ran with a central idea and executed that idea via dedicated rollouts to three or more different retail chains.

New Product/Service Introduction

Any shopper effort used to introduce a new product or service.

Note: New Product / Service Introductions are not allowed to enter into any other category.

Re-Staging

Entrants must detail the business challenge, the situation of the brand, the competitive landscape and how the effort succeeded. Note: Your case presentation must address the previous shopper marketing investment and strategy as part of the entry context.

Single-Retailer Rollout

For campaigns that ran with a tailored, retailer-specific idea and executed that idea at a single retail chain.



Category: Retailer

David vs. Goliath

This is an award for smaller, less established retailer brands making inroads against big, established leaders and for established small retailer brands taking on “sleeping giants”. Retailers that should enter this category were able to change the shopping dynamic and succeed against larger competitors by restaging the category. Also eligible are existing retailer brands that moved into a new product/service field with competitors. Entrants must detail the business challenge, the competitive landscape and how their business succeeded despite the odds.

Cause-Driven programs

This category is for retailer communications programs that set out to give back in some way for the greater good. Those shopper programs with a true shopper insight that lead with a strong social conscience through the likes of sustainable business practices and philanthropic initiatives will succeed.

LAST

Loyalty, Awareness, Sales, Trial – if you’re not effective in these areas, your retailer product/brand won’t last in the marketplace. The spotlight here will shine on those campaigns that had one or more of these objectives as the driver for the effort.

Multi-Manufacturer Shopper Solution

Shoppers are looking for ways to tackle everyday challenges, whether it’s what to prepare for dinner or how to maintain beautiful lawn – they want all-in-one solutions. This award will celebrate retailer’s multi-vendor solution centers that understood exactly what their target shopper needed.

Multicultural

This is an award for retailers that effectively targeted multicultural markets and impacted in-store behavior. If the effort had multiple audiences, it is necessary to demonstrate the specific outreach and results for the specific multicultural shoppers you were trying to reach. Your entry should be presented in a way that identifies how and why the shopper marketing effort was created and how it succeeded with the target shopper.

Restaging

Entrants must detail the business challenge, the situation of the brand, the competitive landscape and how the effort succeeded. Note: Your case presentation must address the previous shopper marketing investment and strategy as part of the entry context.

Shopper Loyalty Program

Entrants must detail how the loyalty program has effectively targeted and engaged their customers by developing an ongoing relationship between the retailer and the shopper, while increasing brand loyalty.



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
- Effective Entry Guide http://www.effie.org/downloads/2012_Effective_Entry_Guide.pdf
- Winner Showcase - http://effie.org/ideas_that_work
- Ten reasons for disqualification - http://www.effie.org/na_competition/disqualification
- Effie Effectiveness Index - <http://www.effieindex.com>
- Email List - http://www.effie.org/email_list
- Archived Webinars - youtube.com/effieworldwide
- Past Judges - <http://www.effie.org/judging>
- Facebook - www.facebook.com/effieawards
- Twitter - www.twitter.com/effieawards



2012 SHOPPER MARKETING EFFIE AWARDS

HONORING IDEAS THAT WORK

ENTRY ID # [Click here to enter text.](#)

Basic Information

1. Brand Name	Click here to enter text.			
2. Product / Service Type or Description	Click here to enter text.			
3. Title	Click here to enter text.			
4a. Category for this Entry	<input type="checkbox"/> Manufacturer	<input type="checkbox"/> Retailer	Click here to enter text.	
4b. Classification	Check all classifications that apply.			
<input type="checkbox"/> Local	<input type="checkbox"/> Regional	<input type="checkbox"/> National	<input type="checkbox"/> Multinational	<input type="checkbox"/> Non-English

-Your Story-

You have up to (6) pages to tell your story (including this page). You may use as much or as little space as you wish for each question, so long as your total written case does not exceed (6) pages. Judges appreciate brevity, clarity, facts, a compelling read and a lack of hyperbole. Directions appearing with each question must not be deleted from the completed case; they serve as a guide for both entrants and judges. Answers must be in black 10-point font or higher and all data, claims and facts in all sections of the entry form must include a specific, verifiable source. Refer to the Effie Instruction Kit for guidelines on properly sourcing your data. Do not include any Agency names (Ad, Media, Other) anywhere in the entry form. Answer every question or indicate "not applicable". Any unanswered question or unsourced data will result in disqualification.

5a. What was the strategic marketing 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, retailer(s), competitive & channel 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.

[Click here to enter text.](#)

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.

[Click here to enter text.](#)

5c. Define the Shopper Segment.

Click here to enter text.

6a. What was the shopper insight that led to the big idea? How did you get to that insight?

Was the idea driven by a consumer or business insight or channel insight or marketplace / retailer opportunity? What was the shopper behavior or mindset you were looking to change? Indicate shopper nuances between retailers (if applicable). Did you approach individual retailers based on different insights?

Click here to enter text.

6b. What was your big idea?

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

Click here to enter text.

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 marketing strategies** work together to influence the behavior of the shopper segment? 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 you execute your idea differently with different retailers? Did your communications strategy change over time? If so, how?*

Click here to enter text.

7b. Indicate all vehicles employed on the path to purchase for this effort (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.

<p>Pre/During/Post <input type="checkbox"/> / <input type="checkbox"/> / <input type="checkbox"/> Retail Experience <input type="checkbox"/> POP <input type="checkbox"/> In-Store Video/Kiosk <input type="checkbox"/> In-Store Merchandizing <input type="checkbox"/> Sales Promotion <input type="checkbox"/> Retailtainment <input type="checkbox"/> Store within a Store</p> <p><input type="checkbox"/> / <input type="checkbox"/> / <input type="checkbox"/> Digital/Interactive <input type="checkbox"/> MFR/Retailer Website <input type="checkbox"/> Developed Retailer Site Content <input type="checkbox"/> Display Ads <input type="checkbox"/> Digital Video <input type="checkbox"/> Social Networking <input type="checkbox"/> Gaming <input type="checkbox"/> Mobile <input type="checkbox"/> Other</p> <p><input type="checkbox"/> / <input type="checkbox"/> / <input type="checkbox"/> Packaging</p> <p><input type="checkbox"/> / <input type="checkbox"/> / <input type="checkbox"/> Product Design <input type="checkbox"/> Account Specific <input type="checkbox"/> Promo Specific</p> <p><input type="checkbox"/> / <input type="checkbox"/> / <input type="checkbox"/> Pricing <input type="checkbox"/> Trade <input type="checkbox"/> Couponing</p>	<p>Pre/During/Post <input type="checkbox"/> / <input type="checkbox"/> / <input type="checkbox"/> Direct <input type="checkbox"/> Mail <input type="checkbox"/> Email <input type="checkbox"/> Retailer Specific</p> <p><input type="checkbox"/> / <input type="checkbox"/> / <input type="checkbox"/> Sampling <input type="checkbox"/> In-Store <input type="checkbox"/> OOH (event) <input type="checkbox"/> Direct Mail</p> <p><input type="checkbox"/> / <input type="checkbox"/> / <input type="checkbox"/> Shopper Involvement <input type="checkbox"/> WOM <input type="checkbox"/> Consumer Generated <input type="checkbox"/> Viral</p> <p><input type="checkbox"/> / <input type="checkbox"/> / <input type="checkbox"/> Sponsorship</p> <p><input type="checkbox"/> / <input type="checkbox"/> / <input type="checkbox"/> Events</p> <p><input type="checkbox"/> / <input type="checkbox"/> / <input type="checkbox"/> Radio <input type="checkbox"/> Spots <input type="checkbox"/> Promo/endorsements <input type="checkbox"/> Program/content</p> <p><input type="checkbox"/> / <input type="checkbox"/> / <input type="checkbox"/> Distribution Changes</p> <p><input type="checkbox"/> / <input type="checkbox"/> / <input type="checkbox"/> Guerrilla <input type="checkbox"/> Street Teams <input type="checkbox"/> Tagging <input type="checkbox"/> Wraps <input type="checkbox"/> Buzz Marketing <input type="checkbox"/> Ambient Media</p>	<p>Pre/During/Post <input type="checkbox"/> / <input type="checkbox"/> / <input type="checkbox"/> Print <input type="checkbox"/> Retailer Specific Pub. <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</p> <p><input type="checkbox"/> / <input type="checkbox"/> / <input type="checkbox"/> OOH <input type="checkbox"/> Airport <input type="checkbox"/> Transit <input type="checkbox"/> Billboard <input type="checkbox"/> Place Based <input type="checkbox"/> Other</p> <p><input type="checkbox"/> / <input type="checkbox"/> / <input type="checkbox"/> TV <input type="checkbox"/> Co-op <input type="checkbox"/> Spots <input type="checkbox"/> National Tagged Spots <input type="checkbox"/> Branded Content <input type="checkbox"/> Sponsorship <input type="checkbox"/> Product placement</p> <p><input type="checkbox"/> / <input type="checkbox"/> / <input type="checkbox"/> PR</p> <p><input type="checkbox"/> / <input type="checkbox"/> / <input type="checkbox"/> Trade Comm./Promo</p> <p><input type="checkbox"/> / <input type="checkbox"/> / <input type="checkbox"/> Trade Shows</p> <p><input type="checkbox"/> / <input type="checkbox"/> / <input type="checkbox"/> Other _____</p>
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7c. Paid Media Expenditures

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

Sept 2010 – Aug 2011

YEAR PRIOR: Sept 2009 – Aug 2010

<input type="checkbox"/> Under \$500 thousand	<input type="checkbox"/> \$10 - 20 million	<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"/> Under \$500 thousand	<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"/> \$1 - 2 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"/> \$2 - 5 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	<input type="checkbox"/> \$5 - 10 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".

Click here to enter text.

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

Detail why you consider your effort a success. Refer to your specific shopper segment 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.

Click here to enter text.

8b. Why are these results significant?

Explain, with context, why your results are significant. Did your effort drive business? How? 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.

Click here to enter text.

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

Describe all other factors in the marketplace. Were there any other major consumer campaigns for your product/brand during this time? 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.

Click here to enter text.