



2012 Global Effie Entry Form

Entry # _____

- 1. **Brand Name** _____
- 2. **Product / Service Type** _____
- 3. **Title** _____

4a. Countries + Dates Case Ran List the four countries you are entering below (at least one of which must be from a separate worldwide region than the other 3).

Country 1 <i>(Must be among the top five countries for your case in terms of overall media spend.)</i>	Dates
Country 2 <i>(Must be among the top five countries for your case in terms of overall media spend.)</i>	
Country 3	
Country 4	

Total number of countries in which the case ran or is currently running: _____

Total number of regions in which the case ran or is currently running: _____

4b. Explain the criteria used to determine your top four markets (countries)

Entrants are encouraged to enter countries which demonstrate a high degree of challenge and diversity. Explain the criteria you used to define the top four markets (i.e. Media spend within each country? Largest market in each region? Greatest challenge in each market?) Be specific on why these countries were chosen to demonstrate the global success of your case.

You have up to twelve 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 twelve pages. Judges appreciate brevity, clarity, facts, a compelling read and a lack of hyperbole. Directions that appear 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 Global Effie Entry Kit for guidelines on properly sourcing your data. Data without a source will result in entry disqualification. Do not include any Agency names (Ad, Media, Other) anywhere in the entry form. Answer every question or indicate "not applicable". Any unanswered question will result in entry disqualification. It is fine to change the color of the instructions to distinguish them from your answers.



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5a. What was the strategic communications challenge?

Define success in your category. Detail both the global marketing challenge and the specific challenges faced in bringing the case to each of the above national markets. What was going on? Provide information on the category, marketplace, company, competitive environment and/or the product /service that created your challenge and your response to it.

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

5b. What were your objectives? State specific objectives on a global and country-by-country basis and the tools you planned to use to measure each objective.

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 and relate them back to your audience. 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 and 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 benchmarks and context for your objectives versus years prior and in context of competitive landscape and category, etc. 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. Your results in question #8 should refer back to these objectives.



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5c. Total Media Expenditures

Include value of donated media, out of pocket activation costs and non-traditional paid media. Indicate the country and size of your media budget in the row below using the following ranges:

- Under US\$500 thousand -US\$2-5 million -US\$20-40 million -US\$80 million and over
- US\$500-999 thousand -US\$5-10 million -US\$40 million-60 million
- US\$1-2 million -US\$10-20 million -US\$60-80 million

Total Media Expenditures	Country 1	Country 2	Country 3	Country 4
Total Budget Range for this case from 9/1/08 - 10/31/11 spent in each country				
Average budget for this case for one year out of last three years spent in this country				
Indicate the approximate % of the case's total media budget over the past three years spent in each country . E.g. If your total media budget was X for the case over 10 countries this should = 100%. What % out of 100% was spent in each of the four countries you selected?				

6a. What was your big idea?

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

6b. How did you arrive at the big idea?

Was your idea driven by a consumer insight or channel insight or marketplace / brand opportunity? Make sure to address the core insight to the global idea. Explain how it originated and how the big idea addressed the challenge. How did it evolve globally and over the countries in question while maintaining continuity/integrity?

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

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

Describe and provide rationale for your communications **strategy** to bring the idea to life, as born from the insights and strategic challenge described above. How did your **creative and media strategies** work together to reach your specific audience? Your entry should detail the ways in which the local challenges impacted the way the idea was carried out within each country, and how it was made culturally relevant to each environment. Describe why certain strategies for different markets were chosen.

Describe the channels you selected/why selected, justify the work and demonstrate how your idea addresses your challenge. How did the channels work together? All creative materials submitted on the 4-minute creative reel should exemplify the rationale described in this section.



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7b. How did you bring it to life? (communications touch points) Check all that apply.

Indicate below **all** communication 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 marked below which was integral to the effort's success. You do not need to feature all elements below on the reel, only those integral to the success.

Consumer Touch Points	Country 1	Country 2	Country 3	Country 4
TV (Spots, branded content, sponsorship on TV, product placement)				
Radio (Spots, merchandizing, program/content)				
Print (Trade/professional, newspaper, consumer magazine, print partnership)				
Online Print (e.g. online ads in a print publications' online entity).				
Direct (Mail, Email)				
Interactive (Online ads, web site, viral video, video skins/bugs, social networking sites, podcasts, gaming, mobile phone)				
OOH (Airport, transit, billboard, place-based)				
PR				
Guerrilla (Street teams, tagging, wraps, buzz, ambient media, sampling/trial)				
Retail Experience (POP, video, in-store, sales promotion, retailtainment)				
Events				
Packaging				
Product Design				
Consumer Involvement (WOM, consumer-generated, viral)				
Cinema				
Trade Shows				
Sponsorship				
Other - write in the following column				

7c. Other Marketing Components used in this effort

You must explain in your entry the effect of these.

Marketing Components	Country 1	Country 2	Country 3	Country 4
None				
Pricing Changes				
Coupons				
Leveraging Distribution				
Other - write in following column				



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8. How do you know it worked?

Detail why you consider your effort a success. **Refer to your specific audience and to your objectives and measurement tools in 5b** (results must relate directly to your objectives – restate them and provide results). Demonstrate how you met or exceeded the objectives using quantitative and behavioral metrics or other measurement tools you described.

You must provide proof of results on a country-by-country basis and on a year-by-year basis for each of the top four markets, results cannot be aggregated over years or countries.

Explain, with context, why your results are significant. Did your effort drive business? Did it drive awareness and consumer/business behavior? Use charts and data whenever possible. Explain what x% means in your category and for your audience. Explain why the results you have are significant in the context of your marketplace, category, competition and product/service. For confidential information proof of performance may be indexed if desired. Numerical results lacking context regarding why they are significant will be disregarded.

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.

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 in the initial year and over time?

Describe all other factors in the marketplace on a country-by-country basis. 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.

10. List Countries where case ran.

List all countries where your case ran in the past three years.