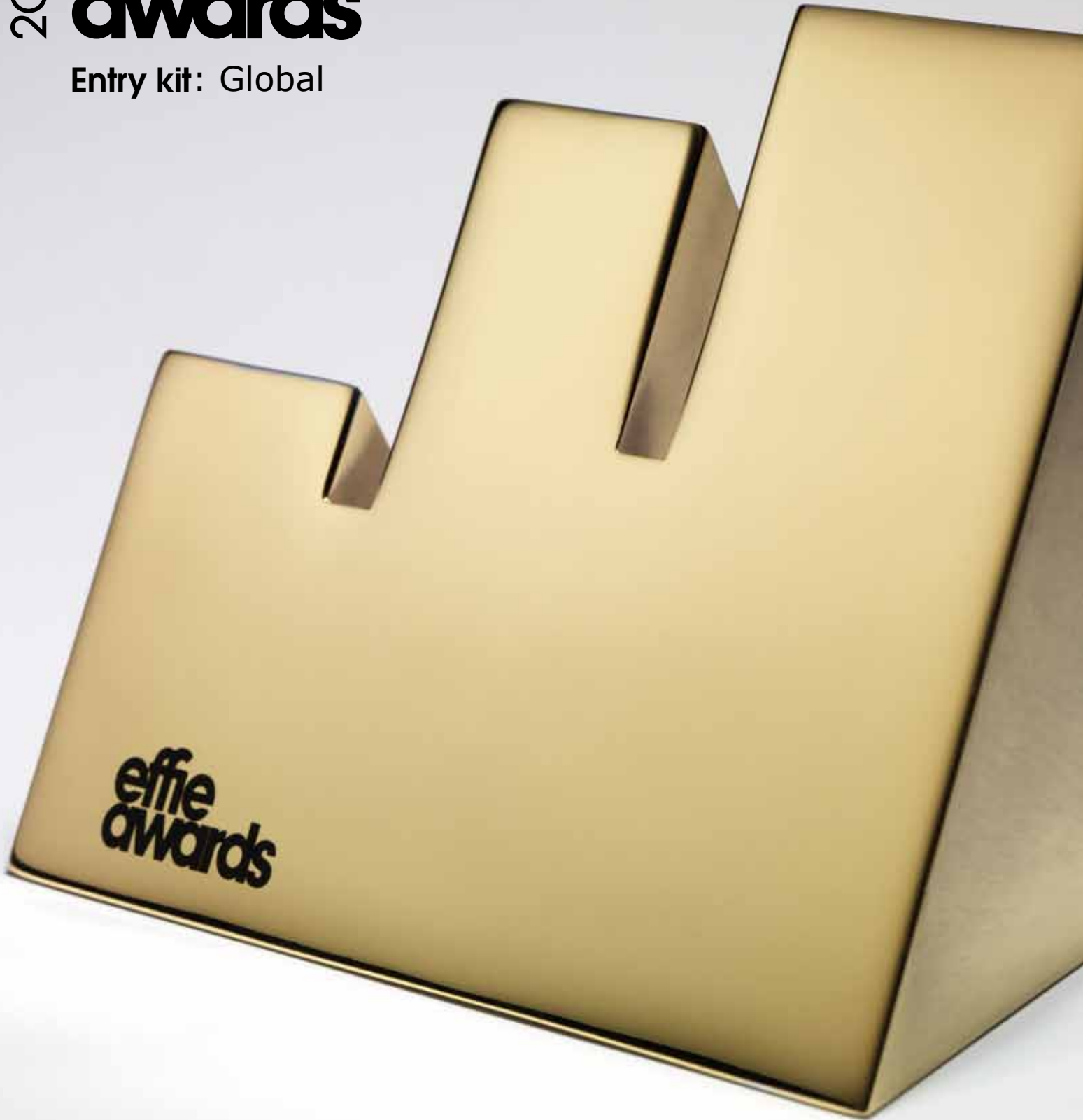


2012 **effie
awards**

Entry kit: Global





2012 Global Effie Entry Kit

Welcome to the 2012 Global Effie Awards Competition,

It is my pleasure to invite you to be a part of the 2012 Global Effies.

Started in 1968, Effie awards **Ideas that Work** — the great ideas that achieve real results and the strategy that goes into creating them. Whether mainstream or unconventional, digital or print, design or advertising, paid or unpaid - any form of marketing communications can enter.

The Global Effies were launched in 2003, to honor ideas that have succeeded across multiple regions worldwide – one of the most significant achievements in marketing communications. Judging takes place across multiple continents and winners are characterized by a strong underlying insight and universal appeal.

Today, winning an Effie has become a global symbol of achievement with the Global Effie, the Euro Effie, the Middle East/North Africa Effie, The North American Effie and more than 40 national Effie programs.

In June 2011, Effie Worldwide, in partnership with Warc, introduced 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.

This year Effie Worldwide is also offering several key resources to help you build the most effective case possible. Available entry tools include a searchable winner database, webinars from past winning teams (archived at youtube.com/effieworldwide) and a "How-To-Build an Effective Entry Guide" featuring judge tips on how best to craft an entry.

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

A handwritten signature in black ink, appearing to read "Mary Lee Keane".

Mary Lee Keane
President
Effie® Worldwide, Inc



2012 Global Effie Entry Kit

ELIGIBILITY, DEADLINES & FEES:

Any and all 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. To enter you must detail the "why" behind the strategy and provide proof that your work achieved the results you were hired to produce.

To enter the Global Effie Awards, your case must have:

- Run in four or more countries worldwide and in two or more worldwide regions within the past three years (between September 1, 2008 and October 31, 2011).

The five regions are defined as: Africa & the Middle East; Asia Pacific; Europe; Latin America & the Caribbean (includes Mexico); North America (U.S. & Canada).

- Run between September 1, 2010 and October 31, 2011 in at least one country.

Your case can have been introduced earlier but must have run during the qualifying time period.

You have twelve pages to address questions 1-10. You do not need to use all of the pages, but any additional pages will be removed and will not be seen by judges.

When answering questions 1-10:

- Please organize the data you provide for each question by country and by year for your top four countries. You can include aggregate results but must also break your results down by year and by country.
- Your objectives and results for Year 1 in any country should not be earlier than September 1, 2008. If your case started earlier than September 1, 2008 this is fine to enter. Just make Year 1 results relevant to September 1, 2008 - on.
- The current year's results must be included for all of your top four countries where the case is still running. **No results after October 31, 2011 are eligible.**

Credits:

We encourage all contributing parties to work together to submit a case, because collaboration yields the most effective, thorough cases. You must credit all of your main strategic and creative partners on the case you submit. **Effie reserves the right to refuse any entry at any time.**

Translation:

Marketing communications initiatives in a language other than English must be accompanied by a complete English language translation, including all creative materials, to make judging possible.

Past Winners:

If your case won a gold Global Effie it is not eligible to re-enter the Global Effies for a period of five years. If your case won a silver or bronze Global Effie you can re-enter as long as you have results applicable to the eligibility time period.



2012 Global Effie Entry Kit

LAST CHANCE TO ENTER: 6PM (EST), December 21, 2011

In order to be processed and entered into the competition, all parts of the entry must be BOTH physically at the Effie Headquarters office and submitted online. Once you submit an entry online, you cannot change it without contacting the Effie office. You will receive an entry confirmation once all entries have been processed.

You may enter your work anytime between now and December 21, 2011. The entry fee is determined by when you submit your work into the competition.

ENTRY FEE:

	Entry Date	Fee to Enter
On Time:	November 30, 2011	US\$995
Extension Deadline:	December 13, 2011	US\$1195
Final Deadline:	December 21, 2011	US\$1395

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

Note: Entries received after December 21, 2011 will not be processed and therefore will not be entered into the competition. Entry materials that may arrive post-December 21st will either be returned to sender at sender's expense or destroyed.



WHAT YOU NEED TO ENTER

ITEM	DETAILS	BY MAIL	UPLOAD ONLINE
ENTRY FORM	<p>Questions 1-10 = total of 12 pages</p> <p>Non-English Entries only= Attach 1 page for translation of creative.</p>	<p>30 copies, stapled together with questions in proper 1-10 order.</p> <p>Double-sided copies on recycled paper preferred.</p>	<p>One .pdf and .doc copy</p>
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>	<p>One DVD: High quality copy of the video. Full resolution video dub - full screen DV (720x480) w/44K or 48K audio on NTSC video DVD.</p> <p>May be used at gala.</p>	<p>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.</p>
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>		<p>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.</p>
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>		<p>Enter online in credits area.</p>
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>Mail in copies of the uploaded files (if any) and other examples the judges would benefit from seeing up close. Limit 6.</p>	<p>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>Two .jpg examples: .jpg/.jpeg, 300 dpi, 5 MB max. RGB format.</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>	Check and payment page if you did not pay by credit card.	N.A.
AUTHORIZATION FORM	Print from the online entry area, have a company officer sign and provide for each entry. Upload online and submit a copy with your entry.	1 copy with each ENTRY you submit.	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. Global Effie Round One judging takes place on three continents. The highest scoring cases from Round One will go to the Final Round. In Final Round judging, all Global Effie finalists are judged. 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 =	<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 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 marketing effort, and any other factors that impacted your efforts. Included in this Entry Kit is a sample of the 2012 Global Effie entry form questions. The official entry form you need to download from www.effie.org provides twelve 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.




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.

You must submit at least one example of creative material from all four selected countries. Title screens must be used to indicate which of the four countries the work ran in before the work for that country is shown. **Your explanation on the video cannot include results or agency names/logos.**

Show the “how-when-where” you connected with your audience, 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, branded content in TV or games, 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, a winner reel, a conference, 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 (at least 452x339 resolution). Also upload a .flv version of the video.


Mail: a NTSC video dvd full resolution video dub – full screen DV (720 x 480) w/44K or 48K audio.


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

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 on a central screen of at least 50" x 30" in both rounds.

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

 **Tip:** You must submit at least one example of creative from all four selected countries. You must indicate which country's materials are being shown via a slate prior to showing the materials that ran in that country.

CASE IMAGE

Upload your (.jpg or jpeg, minimum 3.5 inches at 300dpi, CMYK format, 5MB maximum) 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 two .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 will see your hard copies.

(CONTINUED...)



EXAMPLES OF YOUR WORK (CONTINUED)

Hard Copies of Creative Work

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 two .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. The Effies 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. **You must also feature at least one example from each of the four countries.**

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 9.

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 12 pages, including questions and their instructions 1–10, 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 December 21, 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 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 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 USD\$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 USD\$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, Newsletters, Programming/Conferences and Awards Gala.

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 Global 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: Global Effie
116 East 27th Street, 6th Floor
New York, NY 10016
USA

W: www.effie.org / **E:** Emily Kollet: ekollet@effie.org / **P:** +1-212-687-3280, ext. 245



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 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 winners 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 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 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.

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.



EFFIE RESOURCES

- Website - www.effie.org
- Entry Kit - http://www.effie.org/global_competition/entry_kit
- Eligibility, Deadlines, Fees -- http://www.effie.org/global_competition/eligibility
- Effective Entry Guide http://www.effie.org/downloads/2012_Effective_Entry_Guide.pdf
- Winner Showcase - http://www.effie.org/ideas_that_work
- Twitter - www.twitter.com/effieawards
- Facebook - www.facebook.com/effieawards
- Archived Webinars - [youtube.com/effieworldwide](http://www.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>



2012 Global Effie Entry Kit

SAMPLE 2012 ENTRY FORM

Note: This is a condensed layout providing you with the questions that appear on the entry form that will be reviewed by the judges. The official Global Effie entry form allows for 12 pages total for the completion of the questions. Be sure and download the official form at www.effie.org



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 (Must be among the top five countries for your case in terms of overall media spend.)

Dates

Country 2 (Must be among the top five countries for your case in terms of overall media spend.)

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.



2012 Global Effie Entry Form

Entry # _____

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.



2012 Global Effie Entry Form

Entry # _____

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.



2012 Global Effie Entry Form

Entry # _____

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				



2012 Global Effie Entry Form

Entry # _____

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.