



# Creative Requirements 2025



**effie**

# The Entry: Creative Reel

## JUDGING CONTEXT

Judges are required to read the written case before viewing the creative reel, so it is not necessary to repeat your written case. As a reminder, any set-up or explanation may not interfere with the judge's ability to review sufficient examples of your creative work and other materials representing how the idea was brought to life. Examples submitted must directly relate to your Objectives and Results outlined in the written form and must have run in the marketplace.

**The focus of the reel should be the creative work.** You do not need to feature all items selected in the touchpoints checklist (from the Investment Overview), only those integral to the case's success that are explained in your written case. Points will be deducted if the importance of print ads, for example, is mentioned in the written case, but not demonstrated in the reel. Alternatively, elements that are shown in the reel, but not outlined in the written case are cause for down scoring. The reel should complement your response to Questions 3A-3C.

Because the judges read the written case first and the focus of the reel is on the work, no results – hard or soft – may be included in the reel. Judges are aware that results are not allowed in the reel and express frustration when entrants submit reels with statements that reference results.

## PURPOSE OF THE REEL: SHOWCASE EXAMPLES OF HOW YOU BROUGHT YOUR IDEA TO LIFE

Your creative work is scored as part of Scoring Section 3: Bringing the Strategy & Idea to Life, which includes your written responses to Questions 3A-3C and the data presented in the Investment Overview. This section accounts for 23.3% of the total score.

## CONTENT:

At least one example of each integral touchpoint must be shown. To keep the focus on the creative work, judges recommend that 70% of the reel is spent showing examples of creative work the audience experienced, or other materials created to bring the idea to life internally or externally.

There may be situations where this is not possible. In those instances, ensure that the judges are seeing a breadth of your work. The key is to ensure judges are left with a thorough understanding of how your idea and strategy were brought to life – any set-up (re: context, challenge) should not impede the judges' ability to have this clear understanding. It can be helpful to label each creative example by type of media (TV spot, Radio spot, etc.) in situations where it may not be clear.

**No results of any kind may be included – this will result in disqualification.**

Entry reels have a 3-minute maximum; apart from Sustained Success entries which have a 4-minute maximum. It is not required to utilize allotted minutes.



# The Entry: Creative Reel

MUST INCLUDE	DO NOT INCLUDE
<ul style="list-style-type: none"> <li>At least one complete example of each integral touchpoint, to ensure that the judges can see the breadth of the work you've described. It can be helpful to label each creative example by media type ("Outdoor", "Social", etc.)</li> <li>Video clips over 60 seconds may be edited down for time; but entrants are encouraged to keep as close to the original as possible</li> <li>If showing multiple examples of a touchpoint (e.g. 3x TV spots), after you show one example in full, it's fine to edit down the additional examples for time</li> </ul>	<ul style="list-style-type: none"> <li>Results of any kind will lead to disqualification</li> <li>Agency names, logos, images</li> <li>Competitor creative work or logos. (Exception: permitted if competitor logos/work were included in your campaign materials.)</li> <li>Editing that will misconstrue what your audience viewed (e.g. changing the audio during a TV spot)</li> <li><b>Any confidential information, as creative reels will become public for finalists &amp; winners.</b></li> </ul>
SPECS	TALENT / LICENSING
<ul style="list-style-type: none"> <li>1 creative reel per entry</li> <li>3 minute maximum (Sustained Success entries can be 4 minutes)</li> <li>250 MB maximum file size</li> <li>mp4 format</li> <li>High Resolution: 16:9 at 1920x1080.</li> <li>Do not include any agency names/logos in the video or in the file name.</li> </ul>	<ul style="list-style-type: none"> <li>Do not add music/stock images that did not run in your original creative work to your reel unless you secure the rights to include those supplemental materials.</li> <li>Effie Worldwide is an educational organization that shows work for educational purposes, and for honoring effective marketing ideas and the successful teams (client and agency) creating them. In our experience, as long as the talent/music were used in your original creative work, you should not run into an issue with rights/licensing.</li> </ul>



# The Entry: Creative Images

**Images of the Creative Work: at least 2 images are required; a maximum of 6 images are allowed.**

When the judges have read your case and watched the reel, they'll review images of your work. The images uploaded should complement your reel and help the judges better evaluate the image-based creative elements that ran in front of your audience.

It can be helpful to provide images of work best seen as a still image (e.g. website, print ad, direct mail piece, etc.) or you may wish to upload work that you'd like judges to have another look at after watching the reel.

This is an opportunity to showcase your creative work:

- Highlight elements that are better seen as a still image vs. video format.
- Draw further attention to key element you wish to highlight

## Technical Requirements:

- .jpg/.jpeg, RGB format
- High-res. 15 MB max
- Do not include agency names or logos on any creative materials (including file names) you submit

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



# Other Requirements: Publicity

Entrants are required to provide the publicity materials below at the time of entry.

☐ **PRIMARY PUBLICITY IMAGE**

This should be an image of the work that best represents your case. This image will be the primary image of the work for publicity and promotional purposes if the case is a finalist or winner.

Specs: High res, 2400x1254, .jpg/.jpeg, RGB format, 15 MB max.

☐ **LEAD AGENCY & CLIENT LOGOS**

Please provide current company logos for the Lead Agency and Client. Logos are not required for companies designated as Contributing Companies. These will appear on screen at the gala if you're one of our winners, so please make sure the logos are current and high res.

Specs: ai/eps preferred; jpg/png also accepted. 20 MB max.

☐ **CREATIVE EXAMPLES FROM JUDGING**

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

☐ **PUBLIC CASE SUMMARY**

In 90 words, provide a summary of your case with no confidential information included.

☐ **STATEMENT OF EFFECTIVENESS**

In 15 words or less, provide a statement that exemplifies the results of the case, ensuring no confidential information is included.

☐ **(optional) TEAM PHOTO**

Team Photos may be featured online and at the Canadian Marketing Effectiveness Summit. Photos may be of the client/agency together or featured separately. You may upload a maximum of one photo per lead agency and client. If your entry has a second lead agency or client, additional photos may be uploaded. (4) images max per entry

Specs: High res .jpg/.jpeg, 15 MB max.

If you have questions about any of the requirements, please reach out to us at [effie@theica.ca](mailto:effie@theica.ca)

