



# **effie**Awards

Denmark

**Entry Kit 2025**

# Introduction

This document is designed to give you all the information you need to write and submit your entry.

It includes all the practical stuff - like what work is eligible to enter, what categories are available, accepted creative assets & credits, how publication permissions work, how to source your data, etc. It also explains the Effie entry form section by section, to help you understand exactly what the judges are looking for. Plus, there's information about what happens during judging and beyond.

Remember to stay updated on the latest news from Effie Denmark on our brand-new [Effie website](#) and LinkedIn. Here, you will find all relevant information about Effie, important workshop dates, and reminders for submission deadlines.

If you have any questions at any stage of the process, please ask and we'll be happy to help.  
Just email [effie@kreakom.dk](mailto:effie@kreakom.dk)

We wish you all the best in this year's competition!

**Effie DK**



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**How to enter**

# Eligibility

ALL MARKETING ACTIVITY THAT RAN IN DENMARK AT ANY POINT BETWEEN 1<sup>ST</sup> JANUARY 2024 AND 31<sup>ST</sup> MARCH 2025\* IS ELIGIBLE TO ENTER.

All marketing cases, from any discipline, whether full campaigns or specific activities within a campaign, can enter. Data and creative work presented must be specific to the Danish market. Test efforts are not eligible.

**All data and creative work included must be specific to Denmark.**

**Your work must have run during the eligibility period.** Elements of the work may have been introduced earlier and continued after, but the information you submit for your entry must have taken place during the qualifying time period.

**The results that illustrate the effectiveness of your case can fall outside of the eligibility period but must be tied directly to the marketing activity you have entered.**

**\* Sustained Success category campaigns** have separate eligibility periods to that stated above. You'll find more information in the [category definition](#).

**A single marketing effort can't be submitted by more than one organisation in the same category.** Teams need to collaborate on a single entry. However, different organisations may take the lead on entering the work in different categories.

**Effie Worldwide reserves the right to re-categorise entries, split/redefine categories, and/or refuse entry at any time.**

**TOP TIP:** Review [category definitions](#) for additional guidelines – entries will be judged against category definitions.

# ***Eligibility***

## RE-ENTERING PREVIOUSLY ENTERED WORK

- Finalists and winners whose work ran during this period of overlap with last year's competition may submit their work again in the 2024 competition, provided they have additional results.
- Entries that did not advance in the competition (i.e. were neither a Finalist nor a Winner) may re-enter without restriction, providing they meet the eligibility criteria.
- 2024 Gold Effie Winners can only re-enter a category in which they did not win Gold.  
(although they are eligible to enter the 2025 [Global Best of the Best Awards](#))
- Past Gold Sustained Success winners can re-enter the Sustained Success categories after 3 years – that means that Gold winners from the 2022 competition and earlier are eligible.



# Categories

## AVAILABLE CATEGORIES

### Speciality Categories

There are **11 speciality categories**, each focusing on different aspects of marketing, public relations, and corporate strategy.

These categories cover both business-to-business and business-to-consumer sectors, addressing everything from branded content, corporate reputation, and environmental responsibility to creative solutions for small budgets, social good initiatives, and sustained growth.

This year, we are introducing a new category, **Media Idea**, which highlights the importance of media strategy and how effectiveness starts with a strong media idea.

### Industry Categories

There are **3 industry categories** to choose from. You may only enter **one** industry category per case.

As a new addition this year, we have introduced a top category called **Industry Specifics**. In this category, you have the option to choose from **8 subcategories** to recognize effective marketing for brands and businesses operating within specific industries.

These industry categories reflect a broad spectrum of sectors that are integral to both consumer and business markets. Each category has been carefully selected to highlight industries that are currently evolving, where strategic marketing plays a crucial role in achieving effective results and driving success.

If you're unsure what category best fits your entry, please email [effie@kreakom.dk](mailto:effie@kreakom.dk)

## CATEGORY LIMIT

To recognize even more outstanding work, cases can be entered into up to four categories (maximum). Of these four categories, only **one** can be an **industry category**. However, entering an industry category is optional – you can choose to enter all four categories as specialties instead.

Each entry should be **customised to speak to the specifics of each entered category** whenever applicable. Judges often express difficulty in effectively evaluating a case when an entry isn't tailored for the entered category. You will need to complete a separate entry form and pay the entry fee for each additional category entered.

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

# Category overview

## SPECIALTY

- Business-to-Business Product/Services
- Branded Content & Entertainment
- Corporate Reputation
- Environmental: Brands
- Public Relation/Public Affairs
- Small Budgets
- Small Budgets – Non Profit
- Social Good: Brands
- Sustained Success – Non Profit
- Sustained Success – Product/Services
- Media idea (new)

## INDUSTRY

- New Product or Service Introduction
- Non-Profit
- Industry specifics (new): To recognise effective marketing for products and/or services for brands and businesses operating in a particular industry:
  - Automotive
  - Consumer Goods & Telecom
  - Entertainment, sport & leisure
  - Fast Moving Consumer Goods
  - Finance
  - Health & wellness
  - Retail
  - Transportation, Travel & Tourism

CATEGORY DEFINITIONS CAN BE FOUND IN  
THE APPENDIX AT THE BACK OF THIS ENTRY KIT.



# Deadlines & Fees

DEADLINE	DATE	FEE Member / Non-member
Early Bird Deadline	12 <sup>th</sup> May 2025	2900, - (ex. moms) / 3900, - (ex. moms)
On Time Deadline	17 <sup>th</sup> June 2025	3500, - (ex. moms) / 4600, - (ex. moms)
Final Deadline	19 <sup>th</sup> August 2025	3900, - (ex. moms) / 5900, - (ex. moms)

\* Entry fees are locked based on the date of submission - all requirements must be met to submit your entry.

# ***How to pay***

## **ACCEPTED PAYMENT METHODS**

Entrants may pay via credit card (Visa, Mastercard or AMEX) or bank transfer. When submitting your entry, if you don't wish to pay immediately via credit card, please select "Generate Invoice & Submit." This will allow you to download an invoice for bank transfer payment. You should also use this method if you plan to return to the entry portal at a later time to pay via credit card.

## **BANK TRANSFER PAYMENTS**

If paying via bank transfer, please ensure the Invoice Number is referenced in the bank transfer notes, and email notifications are sent to [effie@kreakom.dk](mailto:effie@kreakom.dk). The Effie Denmark banking information will be provided in the invoice generated after you submit your entry.

## **REFUNDS & WITHDRAWING AN ENTRY**

Entries are non-refundable after submission. If you need to withdraw your entry for any reason, please email [effie@kreakom.dk](mailto:effie@kreakom.dk) with a written request explaining why.

\*Note: Remember that you get a discount on all your submissions if you are a member of KreaKom. Review [Deadlines & Fees](#) for fee specifications.

# How to submit your entry

Entries are submitted online in the Entry Portal at <https://effie-denmark.acclaimworks.com/>

Before submitting your entry, we recommend you use the relevant Entry Form Template to prepare it - the next section explains what's required for each part.

You can access the Entry Form templates [here](#).

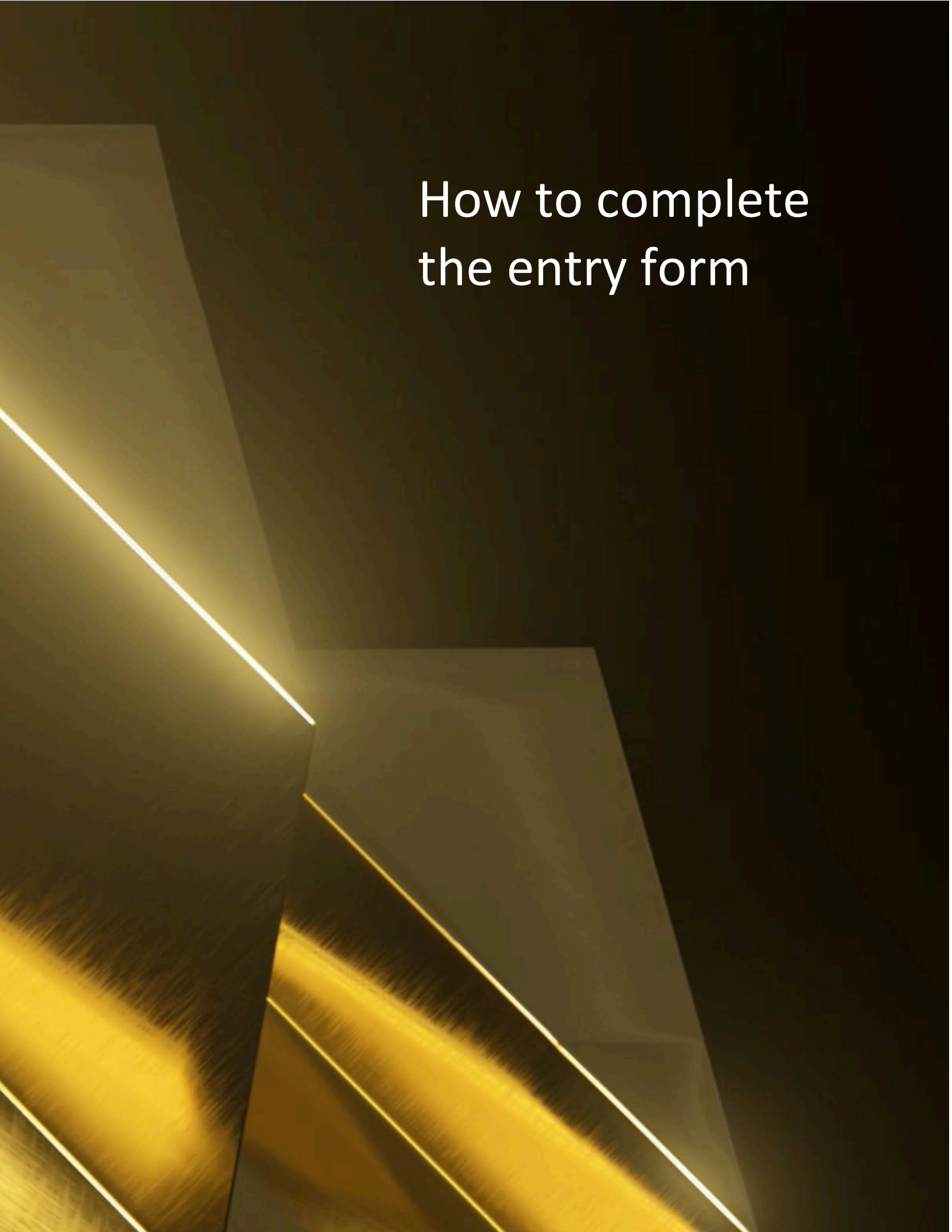
- The template includes all required fields that must be provided in order to submit your entry.
- Once drafted, copy/paste the answers to each question into the corresponding question in the entry portal.
- Please give yourself enough time to complete all requirements within the entry portal before your intended entry deadline.
- Ensure you have credited all your main strategic and creative partners and collaborate with all partners on submitting your effective work.

**Note:** there are dedicated Entry Forms for submissions into the Sustained Success categories.

Here's a checklist of the entry requirements:

REVIEWED BY JUDGES	OTHER REQUIREMENTS
<ul style="list-style-type: none"> <li>• Written entry form</li> <li>• Creative examples (reel, images)</li> </ul>	<ul style="list-style-type: none"> <li>• Case background</li> <li>• Company &amp; individual credits</li> <li>• Publicity materials</li> <li>• Authorisation &amp; verification</li> </ul>

# How to complete the entry form



# Entry form overview

The written Entry Form has three sections:

1. **Entry details and Executive Summary**

The executive summary will be published in the [Case Library](#). It may also be used for promotional purposes and should not contain any confidential information.

2. **Full written case.** This is where you tell your marketing story from beginning to end across the four pillars of the Effie framework, listed below. **It is important to have a coherent storytelling through the entire entry.**

**Section 1: Challenge, Context & Objectives (23.3% of score)**

**Section 2: Insights & Strategy (23.3% of score)**

**Section 3: Bringing the Strategy & Idea to Life (23.3 % of score)**

**Section 4: Results (30% of score)**

3. **Investment overview** (an outline of what you spent and where, i.e. topline budgets for development/production and activation/media)

The next few pages give an overview of each of the four pillars of the Effie framework to explain what's required for each section.

# 1. Challenge, Context and Objectives

This section lays the foundations of your case. If it's weak your whole entry will suffer, because it's key to understanding how big your idea was and how impressive the results were. Weight will be given to the degree of difficulty of the challenge. Judges might not be familiar with your brand's industry, so try to avoid jargon or acronyms.

## QUESTION 1A

Provide the context of your brand and business situation. This could include details like competitor spending, your market position, and category benchmarks. Also, explain any market trends or characteristics, such as government regulations, societal shifts, or environmental factors. Finally, outline what success looks like in your category.

## QUESTION 1B

Judges look for clear objectives that are not adjusted to fit the results of the case. We ask you to outline your objectives in the following three areas:

- **Business:** This should be the one key thing that you wanted to achieve for the business, the ultimate commercial objective that was being discussed in the boardroom. State it as clearly and simply as possible.
- **Marketing:** These should be directly linked to the customer or target audience in some way. Usually linked to a behavior change: what did you want people to start doing/doing more of/doing less of/stop doing etc.? You can have up to 3 marketing objectives.
- **Campaign/Activity:** What did you set out to change or reinforce through your activity? E.g. attitudes, perception, social discourse etc. You can have up to 3 of these objectives.

## CATEGORY-SPECIFIC GUIDANCE

- **Sustained Success Cases:** It's important to include change over time for both questions.

## 2. Insights & Strategy

This section asks you to explain the strategic thinking that enabled you to pivot from the challenge to your results.

### QUESTION 2A

Describe your target audience and explain why they were the right choice for your brand, considering your context, challenge, and objectives. Clarify whether your target was existing customers, new ones, or both. Provide details about them, including demographics, cultural factors, and media behaviours.

### QUESTION 2B

Outline your key insight(s) and how your audience's behaviours and attitudes, your research and/or business situation informed them. Your insight(s) may be consumer, channel or marketplace based etc. Keep in mind an insight is not just a straight fact or observation, it should be something that's unique to your brand and audience, which was leveraged to help meet your objectives.

### QUESTION 2C

The judges are looking for you to describe the core idea or shift you made that drove your activity and led to the breakthrough results. What was at the very heart of the success of this case? Please show how your thinking relates back to your insight and audience.

- **Sustained Success Cases:** It's important to include change over time.



### ***3. Bringing the Strategy & Idea to life***

Judges are looking for a summary of the key elements of your plan, including your creative work and channel strategy. It's important to help them understand how your plan relates back to your strategy and audience, and how the core components worked together to drive results. This section will be scored based on your answers, the information in the Investment Overview, and the assets you showcase in the creative reel and images.

#### **QUESTION 3A**

Explain how you activated your strategy. This may include one or more of the following: communications, brand experience, packaging, a product extension, a retail space (in store or stand-alone), a promotion, sponsorship or partnership, CRM programme, search engine marketing, display advertising, affiliate marketing etc.

#### **QUESTION 3B**

Outline the key creative building blocks of the executions for your main marketing activation e.g. endline, call-to-actions, format choices, SEM copy, display ads, email copy and visuals, short or long videos etc.

#### **QUESTION 3C**

Outline the rationale behind your communications strategy, experience strategy and channel plan. Explain how the integral elements worked together to drive results. If relevant, explain how you changed your spend across channels as part of your campaign optimization.

## 4. Results

Tie together the story of how your work drove the results. This section **is key** for a winning paper and accounts for 30% of the overall score to reflect its importance. Judges are looking for direct correlations between the objectives and the results of a case.

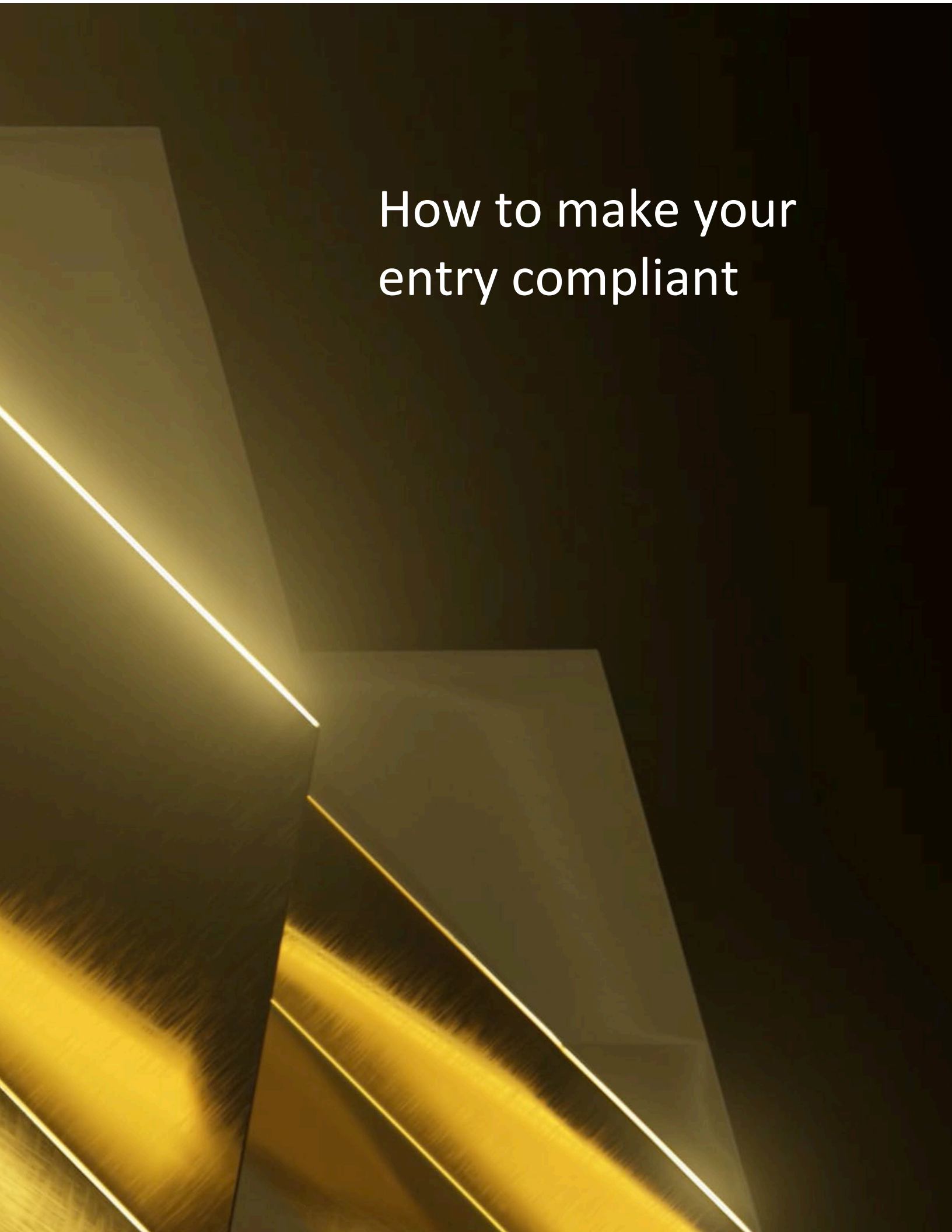
### QUESTION 4A

Results must relate to your objectives and KPIs as outlined in Section 1.

- Explain how the results impacted the brand and the brand's business. Why were these metrics/results important?
- Prove the results are significant using the category, competitive and brand context. You can provide context with historical data, industry benchmarks, competitors, etc. so that judges can contextualize results.
- When providing engagement/social metrics in particular, detail what these meant for the brand and business/organization.
- If you achieved additional results, explain what they were and why they are significant.
- When key metrics are withheld without explanation, judges may assume it's because the results were weak.

### QUESTION 4B

It's important to make a compelling argument around why your marketing led to the results achieved, eliminating or attributing other factors that could have contributed to your success.



How to make your  
entry compliant

# ***Your entry: Rules***

The following could result in disqualification and the potential forfeiting of your entry fees:

**Failing to adhere to the Effie Eligibility rules.** Data presented must be isolated to the Danish market & work must have run at some point between **1/1/24 and 31/03/25**. Results prior to the eligibility time period that help to provide context for judges to assess the significance of results achieved within the eligibility time period are fine to submit. Results that fall after the end of the eligibility period that are directly tied to the work that ran in the eligibility timing are also fine to submit. No work after the cut-off to the eligibility period should be submitted.

See the [Eligibility section](#) at the front of this document for further details & special exceptions.

**Entry does not meet category definition requirements.** Entries are judged based on their effectiveness within the entered category.

**Agency names/logos are included in the entry form or in the creative materials.** The Effie Awards are an agency-blind competition, so no agency names should be included in the materials that judges review (entry form, investment overview, creative reel, creative images). An exception would be if the agency is the brand being entered and/or part of the campaign that ran publicly.

**Data not sourced.** All data, claims, facts, etc. should reference a specific, verifiable source. Sources should be as specific as possible, without citing specific agency names. Please give the source of data, type of research, and the time period covered. The entry portal is set up to encourage sourcing via footnotes. Please refer to the [Sourcing Data](#) page in this document for more information.

**Directing Judges to External Websites.** Entries are judged solely on the materials presented in the written entry and the creative examples supplied (creative reel + images). Entrants aren't permitted to direct judges to websites for further information or for further examples of work.

**Violating Creative Example (creative reel + images) Rules.** Entrants should follow the guidelines outlined in the entry kit. Competitor logos/creative work and results may not be included in the creative examples, and time limits must be followed. See full rules, including guidelines on editing and content, in the [Creative Requirements](#) section of this document.

# ***Your entry: Sourcing data***

All data, claims, facts, etc. included anywhere in the entry form should include a specific, verifiable source. Entries that do not source data will be disqualified.

On the entry portal, the entry form has a SOURCING box provided at the bottom of each scoring section for all references/footnotes. This allows entrants to provide sourcing without word limit restrictions. Here's what you need to do:

1. At the end of a sentence which includes a source, use the SUPERScript feature to number your sources.
2. In the Sourcing box, numerically list your citations. **Suggested sourcing layout:** Source of Data/Research, Research/Data Type, Dates Covered.

Judges cannot click on external websites when reviewing your entry, so if citing a website please also include key sourcing details (e.g. publication, article name, date).

## **ADDITIONAL GUIDANCE**

- Because of Effie's specific eligibility period, entrants are required to include the dates covered for all results data presented.
- All data must be included in your response to Sections 1-4. Entrants may not add additional information or explanation in the sourcing section. The sourcing sections should only be used to provide citation.
- Use the specific name of the company to reference a source except when the source is an agency (advertising, media or other). Because Effie is an agency-blind competition we require agency research to be referenced via the term "Agency Research." This applies to all agencies and is not limited to the entering agency. For increased specificity, entrants are encouraged to list the type of agency when applicable, e.g. "PR Agency Research", "Media Agency Data", etc. As with all other sourcing, include any relevant citation information (type of research/data, dates covered, etc.). Research companies should be cited by name, and judges encourage third-party data when available.
- Effie's reserves the right to check all sources provided for accuracy.

# Your entry: Creative Reel

Your creative work is scored as part of Scoring Section 3: Bringing the Strategy & Idea to Life.

**The focus of the reel should be on the creative work, not a case study video.** You don't need to include all items from the touchpoint checklist (from the Investment Overview), just those that are crucial to the case's success, as explained in your written case. Any setup (e.g., context or challenge) should be brief and not hinder the judges' ability to clearly understand the work.

It is mandatory as part of your submission, along with creative images.

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 or case summaries</li> <li><b>Agency names, logos, images</b></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>Any confidential information, as creative reels will become public for finalists &amp; winners.</li> </ul>
SPECS	TALENT / LICENSING
<ul style="list-style-type: none"> <li>1 creative reel per entry</li> <li>4 minute maximum (Sustained Success entries can be 5 minutes)</li> <li>250 MB maximum file size</li> <li>mp4 format</li> <li>High Resolution: 16:9 at 1920x1080.</li> <li><b>Do not include any agency names/logos in the video or in the file name.</b></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 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>

# ***Your 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 of your marketing activity (e.g. website screens, print ads, logos, direct mail pieces, etc.). Or you may wish to upload work that you'd like judges to have another look at after watching the reel.

## **Technical Requirements:**

- .jpg format
- High-res. 15 MB max
- Please don't 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, for publicity and promotional purposes, so please consider how you would like it to be represented.



## ***Other Requirements: Publicity***

Entrants are required to provide the publicity materials below at the time of entry. These may be used on Social media, on-screen during the Awards Celebration and on Effie's website:

### **❑ 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 if you're one of our winners, so please make sure the logos are current and hi-res.

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

### **❑ CREATIVE EXAMPLES FROM JUDGING**

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

## ***Other Requirements: Credits***

We recognize that teamwork is needed to create an effective case, so this is where you should credit the creative and strategic partners who contributed –clients, agencies (full service, media, digital, promo, PR, event, etc.), media owners, retailers, etc.

Client & Lead Agency credits are considered final at time of entry and can't be changed after the entry is submitted. Therefore, credits should be agreed with someone in senior leadership and approved via the Authorization & Verification Form, which can be downloaded in the Entry Portal after you have input all credits.

**The table on the next page summarizes the credits required/allowed:**

# Other Requirements: Credits

COMPANY CREDITS	INDIVIDUAL CREDITS
<p><b>Lead Agency</b> (1 Required, 2 Maximum)  <b>Client</b> (1 Required, 2 Maximum)  <b>Contributing Companies</b> (0 Required, 4 Maximum)</p> <p><b>CO-LEAD AGENCIES:</b> You may credit a second Lead Agency and they will be given equal recognition by Effie. In order to be considered a second lead agency, you must certify that the work done by each agency was of equal weighting and each agency deserves equal recognition. Second Lead Agencies must be designated at time of entry, you may not add or remove second lead agencies after the entry period.</p> <p><b>IN-HOUSE WORK:</b> If you are an advertiser submitting in-house work, please list your company as both the Lead Agency and Client.</p> <p>Please confirm the spelling and formatting of other company names to ensure they'll receive proper credit in the Effie Index and in all forms of publicity if your case is a finalist or winner.</p>	<p><b>Primary Individual Credits</b> (0 Required, 10 Maximum)  <b>Secondary Individual Credits</b> (0 Required, 30 Maximum)</p> <p>Primary Individual Credits will be used in situations where space is limited; otherwise all individuals will be listed in the credits.</p> <p>Individuals credited on your case must be current or former employees of any one of the credited companies.</p>

# ***Confidentiality & Publication***

**The Effie Awards entry and judging process ensures the confidentiality of classified information.**

## **JUDGING**

Judging events have strict confidentiality protocols and are securely supervised by Effie moderators. Judges sign confidentiality agreements before judging begins and cannot save materials from judging sessions. Judges are individually matched with entries and categories that do not pose a conflict of interest.

## **INDEXING DATA**

While judging is confidential and entrants may select publication permission for their written case, Effie understands some entrants may still have concerns regarding sensitive information. When presenting numerical data within the entry, entrants may choose to provide those numbers as percentages or indexes, so that actual numbers are withheld.

Additionally, unless the entrant opts to allow Effie to publish the entry as it was submitted if it becomes a finalist or winner, only judges will see the written entry as it was submitted.

## **CREATIVE WORK & PUBLICITY MATERIALS**

The creative materials (reel, images, publicity materials) and case summary you submit into the competition become the property of Effie Worldwide and the Effie Awards and can't be returned. By entering your work into the competition, Effie Worldwide/ the Effie Awards is automatically granted the right to make copies, reproduce and display the creative materials, case summaries, and statements of effectiveness within the context of your Effie entry for education and publicity purposes.

Creative work and case summaries may be on Effie Worldwide's website, Effie DK website, partner websites, press releases/newsletters, programming/conferences and other events. Because materials for publicity and creative work will be published for all finalists and winners, no confidential information should be included in these elements. Please review the [Creative Reel](#) section of this document for more guidance on licensing/talent.

In extraordinary circumstances, Effie will review requests to submit an edited reel for publication. Such requests should be submitted to [effie@kreakom.dk](mailto:effie@kreakom.dk) if the case becomes a finalist, as non-finalist creative reels are only seen by judges and will not be published.

## Why your case is important

Effie's mission is to lead, inspire and champion the practice and practitioners of marketing effectiveness. To help us fulfil this mission and provide learning to marketers everywhere, Effie relies on entrants' willingness to share their finalist and winning case studies. By providing permission to publish your written case you are:


- **Showcasing your team's success in achieving one of the top marketing honours of the year.** Effie wins help to attract new talent and new business, prove the importance of marketing in business, and strengthen agency-client relationships.
- **Helping to improve and support the industry** and inspiring other marketers to raise the bar and make their marketing better.

Agreeing to the Publication Policy is one of the Terms & Conditions of entering the Effie Awards Denmark competition.

We respect that entries may have information deemed confidential. Within the Entry Portal, entrants are asked to set the publishing permission for their written entry. Entrants may select from the following options:

PUBLISH AS THE CASE WAS SUBMITTED	PUBLISH AN EDITED VERSION OF THE WRITTEN CASE
If you're a finalist or a winner, you agree that your entry may be published as it was submitted and reproduced or displayed for educational purposes.	If you're a finalist or a winner, you agree to submit an edited version of your case study for publication which will be reproduced or displayed for educational purposes. In this case, you may redact sensitive data, however, you may not redact any section in its entirety including results.

**The written case is the only part of the entry that should contain confidential information.** The creative work (reel + images), public case summary, and statement of effectiveness should not include confidential information and will be showcased in various ways (effie.org, partner websites/publications), along with your public-facing written case, if your entry becomes a finalist or winner. Work submitted must be original or you must have the rights to submit it.



What happens  
next?

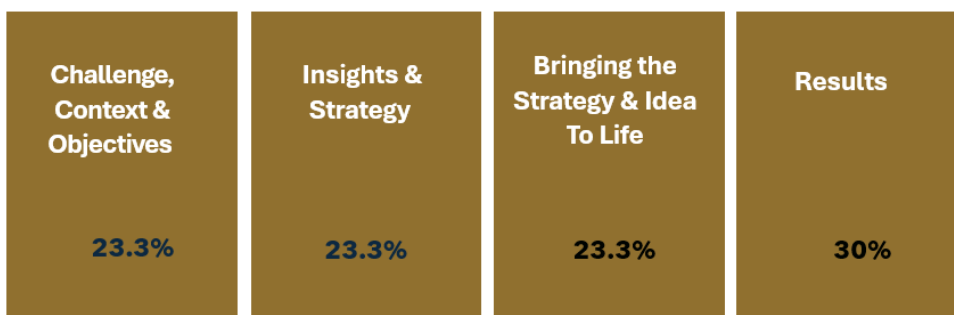
# Judging

Your entry will be judged by some of the brightest and most experienced business leaders in Denmark. Entries are judged in two stages: in both rounds' judges evaluate the written case and creative executions. Scoring is done anonymously and confidentially. Judges provide written feedback on each case.

The finalist level and each winning level (gold, silver, bronze) have minimum scores which are required for an entry to be eligible for finalist status or for an award. This means it's possible that a category may produce one or multiple winners of any level. Or perhaps no winners at all – no matter the number of finalists. **We don't have quotas to meet to create one gold, silver and bronze winner in each category.**

## SCORING USING EFFIE'S EFFECTIVENESS FRAMEWORK

Judges are asked to evaluate specific criteria in scoring a case's overall effectiveness and provide four separate scores analysing specific attributes of the work. In all rounds of judging, judges provide scores across the four pillars of the Effie Framework:



The written case is reviewed before the creative work. Judges discuss the case but score them individually.

## JUDGES' FEEDBACK

After this year's winners are announced, we will automatically send all non-winning finalists a report outlining the judges' feedback on your case. This Insight Guide will help you to:

- Understand why your case achieved finalist status but didn't win.
- Improve your future entries. Whether a case is a winner or not, there are lessons to be learned from the feedback the judges provide.



# ***If you win***

## **WINNING AN EFFIE**

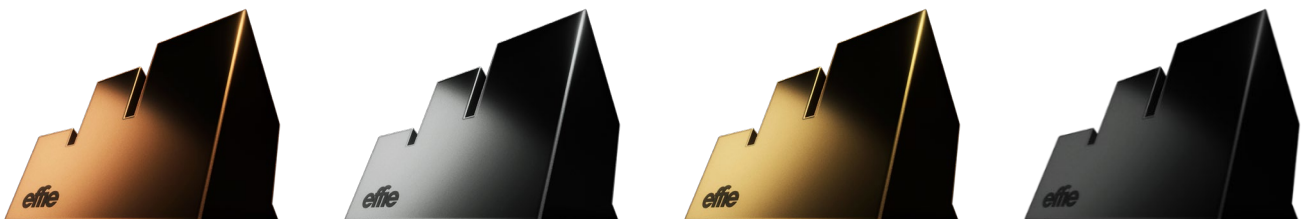
Founded over 50 years ago, the Effie Awards are a globally recognized symbol of outstanding achievement. Today, effectiveness matters more than ever and the role that you and your teams play is critical in delivering growth and supporting our community. The awards honour all types of effective marketing as well as the people who make it, promoting the best work being made today and building a legacy of brilliant thinking that will inspire marketers for years to come.

Finalist notifications will be sent in September 2025. These notifications will include additional information about how we will be celebrating their success. All winners and finalists will be recognized at the 2025 Effie Denmark Awards Celebration which will be held in Copenhagen in November 2025.

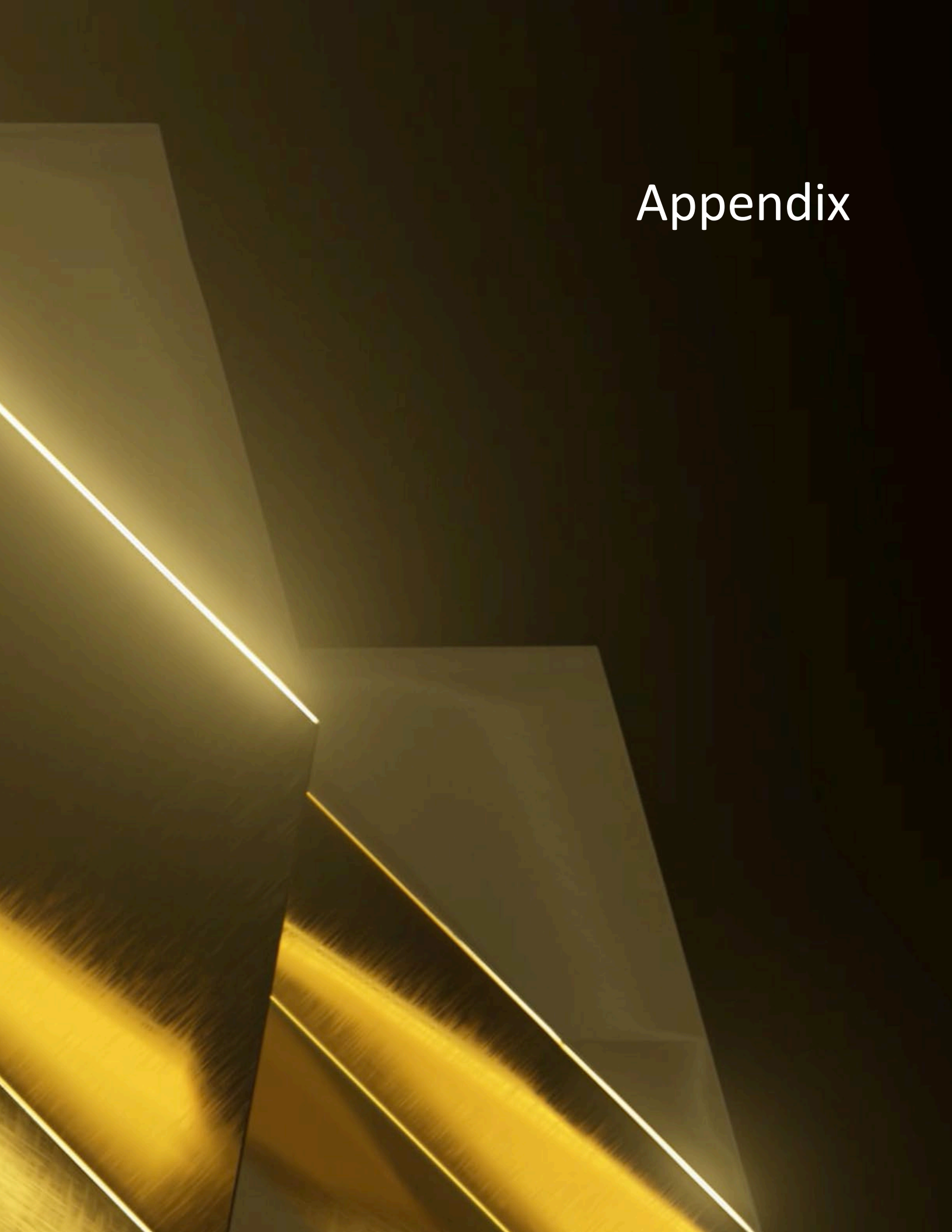
## **EFFIE INDEX**

The Effie Index ([effieindex.com](https://effieindex.com)), the global ranking of marketing effectiveness, uses the credits submitted at time of entry to calculate the yearly rankings. Rankings include: Marketers, Brand, Agency, Independent Agency, Network and Holding Company.

If your case becomes a 2025 Effie finalist or winner, the submitted credits will be used to tally the Effie Index results. Because different point values are given to Lead and Contributing companies, it is critical that all brands and companies are properly credited at time of entry.



# Appendix

The background of the page is a dark, almost black, space. It is filled with several overlapping, semi-transparent, light-colored planes that create a sense of depth and geometry. These planes are oriented at various angles, some appearing as flat surfaces and others as edges. Bright, golden-yellow light streaks and bands cut across the scene, originating from the bottom left and extending towards the top right. These light elements have a soft, ethereal glow, contrasting sharply with the dark background and the muted tones of the planes.

# ***Category overview (repeated from page 7)***

## **SPECIALTY**

- Business-to-Business Product/Services
- Branded Content & Entertainment
- Corporate Reputation
- Environmental: Brands
- Public Relation/Public Affairs
- Small Budgets
- Small Budgets – Non-Profit
- Social Good: Brands
- Sustained Success – Non-Profit
- Sustained Success – Product/Services
- Media Idea (new)

## **INDUSTRY**

- New Product or Service Introduction
- Non-Profit
- Industry specifics (new):
  - Automotive
  - Consumer Goods & Telecom
  - Entertainment, sport & leisure
  - Fast Moving Consumer Goods
  - Finance
  - Health & wellness
  - Retail
  - Transportation, Travel & Tourism

# Category definitions

## SPECIALITY CATEGORIES

### **Business-to-Business**

This category is for marketing activity from businesses targeting other businesses. Business-to-business cases for any type of product or service from any marketplace segment are eligible to enter. Entrants must clearly demonstrate what results were achieved because of the activity presented.

### **Branded Content & Entertainment**

For efforts that effectively reached their audience through the creation of original branded content that is not advertising. The core of the entry should be content designed to be consumed/experienced and sought out by the consumer for entertaining or informative reasons. Entrants must detail the content, how it related back to the overall brand and business goals, how it was distributed to, and shared by, the audience, and the results it achieved for the brand and business. Branded content may be produced and distributed by either publishers or independently and can include long form entertainment. **Note:** Judges will expect to understand why branded content was chosen as a tactic.

### **Corporate Reputation**

This category is for cases that promote corporations, not exclusively their products, and it might include sponsorships, image & identity and PR. In addition to presenting how the case has positively affected metrics related to reputation, entrants are encouraged to also address how these metrics relate to the corporation's business and/or brand, and why they are important.

### **Environmental – Brands**

Recognising brands with marketing programmes that have measurably shifted audience (B2B or B2C) behaviour toward more environmentally sustainable choices, and/or grown demand for more sustainable products and services by incorporating environmentally conscious messaging into their marketing. Show how effective marketing programs that incorporate sustainable strategies can make a positive difference for brands and for the environment in a way that would not have been the case without the activity.

### **Public Relation/Public Affairs**

Entries where Public Relations, including Public Affairs, External Relations etc. played a big part in strengthening the company's or brands reputation or successfully addressed a specific challenge in the outside world, e.g. in the market, in the social arena, the political arena, among investors, etc. This category is for communications on the strategic platform for and execution of a PR effort, a specific campaign, an execution or a project-oriented effort. The strategic platform can, for example, include separate analysis and research efforts as well as the reasoned identification of goals, target groups, channels, media and activities as well as organization, resource use and possible evaluation / measurement.

Results can include PR coverage, political impact, earned media value, brand attitude or behavioural measures, etc. The less volatile metrics that have been affected in the intended direction, the stronger the case.

### **Small Budgets**

To qualify for this category, the submission must not be a line extension and must represent the only marketing efforts for the brand during the specified period. All production, activation costs, as well as the value of donated and non-traditional media, must be included in the budget. The maximum eligible budget is 2.5 million DKK per year. This category is exclusively for commercial, for-profit brands. Please note, a submission in one "Small Budget" category cannot be submitted in another "Small Budget" category. Entrants must clearly demonstrate the results achieved as a direct outcome of the activity presented.

### **Small Budgets – Non-Profit**

To qualify for this category, the submission must not be a line extension and must represent the only marketing efforts for the brand during the specified period. All production, activation costs, as well as the value of donated and non-traditional media, must be included in the budget. The maximum eligible budget is 2.5 million DKK per year. This category is exclusively for NGOs and non-commercial brands. Please note, a submission in one "Small Budget" category cannot be submitted in another "Small Budget" category. Entrants must clearly demonstrate the results achieved as a direct outcome of the activity presented.

### **Social Good – Brands**

Recognising brands that are making the world a better place by using the power of their marketing platforms for good. This category celebrates for-profit brand efforts that effectively combine business goals with a social cause (health, education, community, family, etc) and successfully as well as measurably related that cause back to the company's overall brand strategy, resulting in positive business and social impact.

### **Sustained Success\***

Product or service marketing activity that has delivered sustained success for at least three years is eligible for entry. At a minimum, you must include at least three years of creative work and case results, which must include the current Effie Award eligibility time period. Work must show consistency over the three years in both strategy and creative executions; with a continuation of core executional elements (e.g. spokesperson, song, theme, tagline, etc.). As part of your entry, specifically address how the work evolved over time (e.g. media choices, targeting, insights, new products/services, etc.). Answer all questions for the initial year and describe how/why change occurred over time.

You have a choice of 2 sub-categories: **Sustained Success – Products** or **Sustained Success – Non Profit**.

**\*A separate entry form and different creative requirements are required for the Sustained Success category.**

**Media Idea (new).** Welcome a new Specialty category to the Effie Denmark family!

This category is about outstanding effectiveness as a result of media-led ideas. The line between what constitutes a creative idea and a media idea can be blurring, but there are occasions when the media idea initiated the entire effort.

Media cannot exist without the content, but this award is intended to recognize those cases that were led by special media insights and where the integration of media and message led to success. The award honors media-led ideas that are powerful enough to become the genesis of the marketing program itself, to the extent that the program would not have been successful without the strategic media idea. As in every other category, entrants must clearly demonstrate what results were achieved because of the activity presented.

## INDUSTRY CATEGORIES

### **New Product or Service Introduction**

Efforts used to introduce a new product or service that is not a line extension. Brand new products or new products in a new category are required to enter this category instead of their industry category. Address the category situation and how your product/service was new and the situation you faced as a result of it being new. For example, what specifically was new? Why did the newness matter? Demonstrate how you strategically and creatively attacked this challenge and what results became the direct effect of the activity.

### **Non-Profit**

Not-for-profit organizations of all types including charitable, social, civic, advocacy, trade, special interest, religious, etc. Includes membership drives, recruitment, fundraising, etc. Explain the context and challenge and demonstrate how you strategically and creatively attacked this and what results became the direct effect of the activity.

### **Industry specifics (new)**

To recognise effective marketing for products and/or services for brands and businesses operating in a particular industry:

- **Automotive**

Includes vehicles as well as aftermarket. Vehicles includes cars, trucks, motorcycles, vans - both brand and model marketing. Aftermarket includes electric charging and related services, petrol, motor oil, tyres, batteries, paint, quick-lube, oil change, muffler, transmission, windshield wipers, enhancements, etc.

- **Consumer Goods & Telecom**

This category includes all products and services related to electronics, internet & telecom, devices & furnishings, and software. It encompasses a wide range of electronics, such as devices aimed at both consumers and businesses, including TVs, radios, mobile devices, home entertainment systems, laptops, cameras, computer hardware, game consoles, drones, sound systems, and more. The category also covers internet and telecom services, including mobile network providers, high-speed internet access, online services, and bundled communication packages (internet, telephone, and TV). In addition, it includes home and business devices, appliances, and furnishings, such as smart home devices, kitchen appliances, and more.

- **Entertainment, sport & leisure**

This category includes a wide variety of products and services related to entertainment, culture, sports, and leisure. It encompasses entertainment options such as apps, movies, TV programs, online and radio content, books, music, DVDs, games, toys, comics, podcasts, and more.

It also covers cultural and artistic offerings, including theater performances, museums, music organizations, concert series, cultural festivals, theater festivals, and other cultural events. Additionally, this category includes all sports-related activities, including sporting events, sports teams, sports sponsorships, as well as services and products linked to hobbies, recreation, and leisure.

- **Fast Moving Consumer Goods**

Fast-moving consumer goods, such as food, beverages, household items, office supplies, personal care products, pet care, and other FMCG items that are frequently consumed or utilized.

- **Finance**

Financial products and services including overall corporate/brand image and capabilities of a financial institution, or specific products or services (including current and savings accounts, credit/debit cards, reward/loyalty cards, financial planning, mobile payment services, retirement funds, investment, home banking, loans, mortgage, mutual funds, insurance products, banking apps etc).

- **Health & Wellness**

Health and wellness products and services that can be directly purchased by a consumer with or without physician involvement. Efforts may also be targeted to physicians or healthcare professionals. Also including work related to health insurance, dental and medical care services.

- **Retail**

Open to all retail / e-tail / mail order companies with general or specific merchandise. E.g., department stores; online retailers; clothing, fashion, shoes or jewellery stores and food retailers; film/bookstores; discount/bulk retailers; pet care; toy stores; greeting cards; craft stores, etc. Also includes fashion brands & designers selling direct to consumer such as clothing, jewellery, handbag, accessories, shoes, eyewear designers.

- **Transportation, Travel & Tourism**

All modes of transportation such as air, train, bus, taxi, subway systems, rideshare services, bike shares, car rentals, ferries, as well as all forms of travel/tourism including cruises, hotels, resorts, amusement parks, travel websites and booking services, travel tours, tourism campaigns, etc.



# **Contact us**

## **QUESTIONS ABOUT YOUR ENTRY**

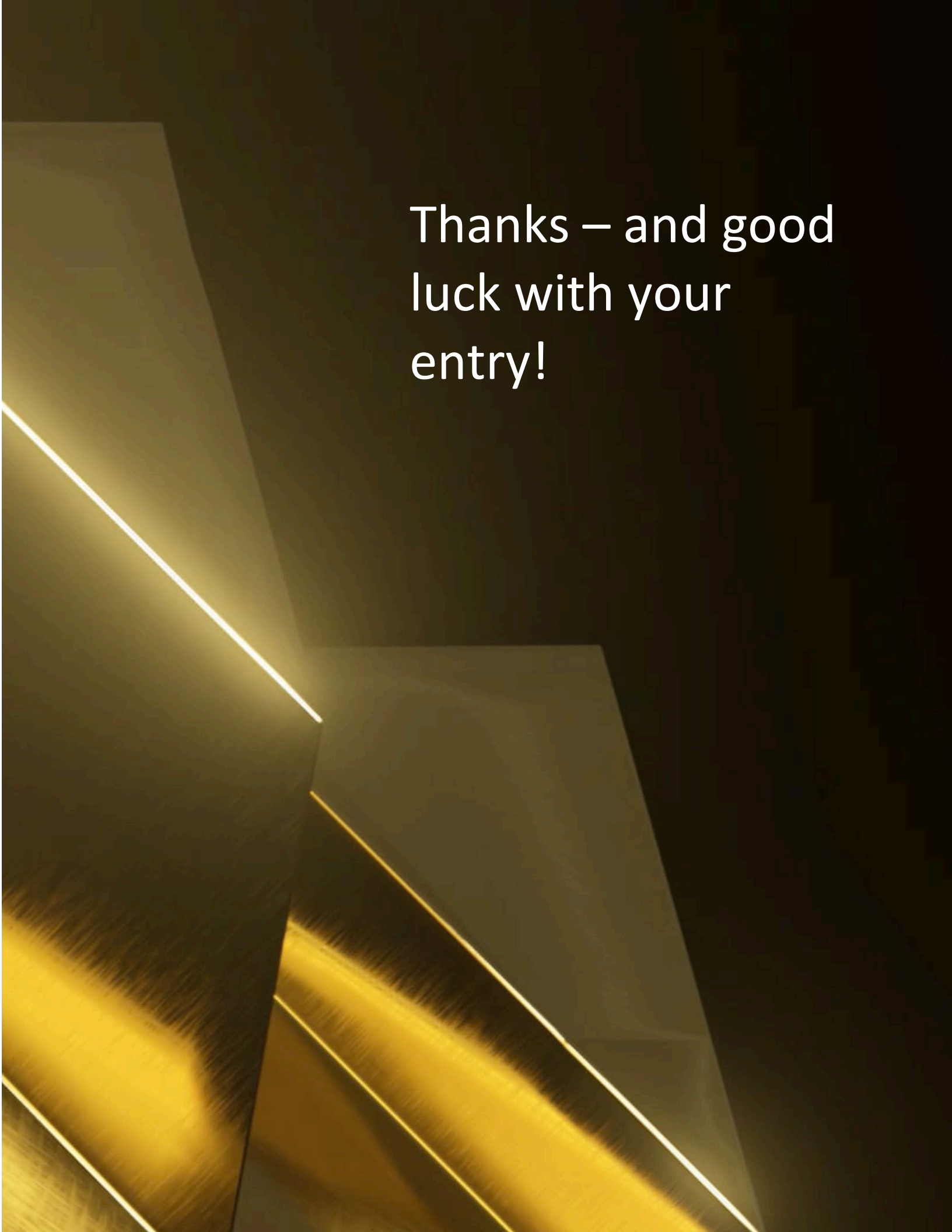
For any questions regarding the entry process, materials, categories, rules, etc., contact [effie@kreakom.dk](mailto:effie@kreakom.dk)

## **CASE DATABASE & SUBSCRIPTIONS**

The purpose of the case database is to educate about effective marketing and to showcase the companies and individuals creating effective work to enhance learning in our industry. Take a look at what the Effie case database has to offer [here](#). For more information email our dedicated team on [subscriptions@effie.org](mailto:subscriptions@effie.org).

## **EFFIE INDEX**

The Effie Index identifies and ranks the most effective agencies, marketers, brands, networks, and holding companies by analysing finalist and winner data from Effie Award competitions around the world. Announced annually, it is the most comprehensive global ranking of marketing effectiveness. For more information email us at [index@effie.org](mailto:index@effie.org)



Thanks – and good  
luck with your  
entry!