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2 ENTRY BASICS

2.1 DEADLINES & FEES

- Submit and pay for your entry by our Early Bird deadline of **21st May 2024** and pay **€450*** per entry.
- Submit and pay for your entry by our 2nd deadline of **11th June 2024** and pay **€600*** per entry.
- Final deadline for submissions is **25th June 2024**, and you pay **€800*** per entry.

*IAPI Member Agency Fees

Date	Key Timeline Event	IAPI Member Fee	Non-IAPI Member Fee
3rd April	Effie Awards Ireland Entry Portal Opens		
21st May	1st Entry Deadline – Early Bird Price	€450	€600
11th June	2nd Entry Deadline	€600	€750
25th June	Final Entry Deadline – Full Price	€800	€950

¹ Credit/debit card payments and bank transfers are the only acceptable forms of payment.

- Entries will not be accepted if they are not accompanied with the full, correct entry fee payment. In order to be processed and entered into the competition, all parts of the entry must be electronically submitted to Effie Awards Ireland in the Online Entry System. Once you submit an entry online, you cannot make modifications without contacting the Effie Awards Ireland team. Please note that changes will not be made to any entries after judging has started.
- All deadlines end at 23:59 hours GMT/London. You may enter your work anytime up until 23:59 hours on **25th June 2024**. The entry fee is based on the submission deadline. An entry is considered fully submitted once Effie Awards Ireland receives all completed entry components, including the correct payment. **Entries will not be accepted if they are not accompanied with the correct entry fee payment.** Entries received after **25th June 2024** will not be processed and therefore will not be entered into the competition.
- **To pay via wire transfer**, please email katherine@iapi.com for details.

More information on fees, discounts, and withdrawing entries can be found in “payment guidelines” section.

2.2 COMPETITION DATES

April – June 2024	Competition open for entries (Last deadline 25 th June 2024)
1 st – 2 nd August 2024	Round One Judging
29 – 30 th August 2024	Final Round Judging
18 th October 2024	Effies Annual Lunch

LAST CHANCE TO ENTER THE 2024 EFFIE AWARDS IRELAND COMPETITION IS 25th JUNE 2024

2.3 ELIGIBILITY & RULES

All marketing efforts that ran in the Republic of Ireland at any point between 1 Jan 2023 and 30 April 2024* are eligible to enter.

1 Jan 2023 to 30 April 2024 eligibility period applies to all categories except **SUSTAINED SUCCESS**

Previous Entries:

- As there is a 4 month eligibility period overlap, if you have already entered the results from those months in Effie Awards Ireland 2023, those results from that time period are not eligible for re-entry into Effie Awards Ireland 2024.

Grace period:

- If your work **LAUNCHED** in Dec 2022 or **CONCLUDED** in May 2024, you may include creative examples & results from that time period to be reviewed by judges as part of the standard eligibility period. To be eligible for this grace period, your effort must have also run within the standard eligibility period (1/1/23 – 30/4/24)

***Sustained Success category also has a separate eligibility period as follows:**

- Cases that have experienced sustained success for 3 or more years are eligible for entry.
- At a minimum, the case must date back to 31st December 2020 and you must include 2023 results.
- Entries must have a common objective in both strategy and creative executions; with a continuation of core executional elements (e.g. spokesperson, song, theme, tagline, etc.) that demonstrates effectiveness over time.
- To enter you must be able to provide data about the case in at least it's first year 2021, it's interim year 2022 and the most recent year, 2023. The recent year's results must be included (1st Jan 2023 – 31st Dec 2023). The Sustained Success can extend further back than 2020 or include some results from 2024 as well but at a minimum must cover the three year's mentioned above.
- Refer to the Sustained Success category definition (in this document) & entry form for further information.

2.4 GUIDANCE & INFORMATION

- Any and all marketing cases, whether **full campaigns or unique efforts** within a campaign, are eligible to enter. Any one or any multiple combination of mediums – any examples of work that demonstrate how you tackled your objectives can be entered. You must detail the "why" behind the strategy and provide proof that your work achieved significant results.
- Do not include any results after eligibility period, depending on which category you are entering.**
- Data presented must be isolated to the Republic of Ireland.**
- Your work must have made an impact during the eligibility period and the results you provide must be within this time frame. Elements of the work may have been introduced earlier and may have continued after, but your case must be based on data relative to the qualifying time. Judges will evaluate success achieved during the eligibility time period.
- It is important to include context, data and results prior to the eligibility period. This enables judges to better understand the significance of your objectives set and results. Keep in mind that not all judges are knowledgeable of the nuances of your brand's industry.
- Test efforts are not eligible in the Effie Awards Ireland competition.
- A single effort cannot be submitted by different organisations in the same category.** Teams must collaborate on a single entry. **HOWEVER**, different organisations may take the lead on entering the same work in different categories.
- Effie Awards Ireland reserve the right to re-categorise entries, split/redefine categories and/or refuse entry at any time.

2.5 ENTERING MULTIPLE CATEGORIES

To honour even more great work, efforts can be entered into a **maximum of four categories**. Of those four categories, only one category submission may be an industry category. You are not required to enter an industry category, however you must adhere to a maximum 4 category rule per effort. You will need to submit a separate entry and pay a separate entry fee for each category submission for an entry.

Each entry should be customised to speak to the specifics of each entered category. Judges frequently express frustration when an entry clearly wasn't tailored for the category they are reviewing.

2.6 PAYMENT GUIDELINES

Entry fees are locked based on the date of submission – when all parts of the entry are complete and the entrant clicks ‘Submit’ in the online Entry Portal. Entrants cannot submit an incomplete entry.

All deadlines end at 23:59 hours GMT/London time.

2.6.1 ACCEPTED PAYMENT METHODS

Payment information is collected as part of the submission process. Entrants may choose to either pay online via **credit card** (AMEX, MasterCard, or Visa) or to pay via **bank transfer**.




If paying via bank transfer, the Entry Portal will generate an invoice when the entry is submitted. Your entry is not considered complete until payment is received in full.

All payments must be received by the respective entry deadline.

2.6.2 DISCOUNTS

If you submit more than 3 entries, you will be eligible for a discount.

Multiple Entry Discounts

-  2% discount for 3+ entries
-  5% discount for 5+ entries
-  10% discount for 10+ entries

Please email katherine@iapi.com to receive your promotional code in advance of submitting your entry. **Please do not submit your entries until you have obtained your promo code from IAPI.** This promo code will apply your discount before your generate your invoice. You will not be penalised with a late fee if you are waiting for your promo code.

2.6.3 REFUNDS & WITHDRAWING AN ENTRY

Entries are non-refundable after submission. If you need to withdraw your entry at any time, please email katherine@iapi.com with a written request to withdraw the submission.

3 EFFECTIVE ENTRY GUIDE

The following breaks down each of the four scoring sections to show what the judges are looking for. It also provides general tips on writing a clear and effective entry.

You can download the 2024 Effective Entry Guide Ireland here which just covers this section of the full Entry Kit.

3.1 SCORING CRITERIA

Effie entries, across all rounds of judging, are judged against the below framework for marketing effectiveness. Review the following pages for advice on each of Effie's four scoring sections.

<p>Challenge, Context & Objectives</p> <p>QUESTIONS 1A-1C</p> <p>23.3%</p>	<p>Insights & Strategy</p> <p>QUESTIONS 2A-2B</p> <p>23.3%</p>	<p>Bringing the Strategy & Idea to Life</p> <p>QUESTION 3 CREATIVE WORK INVESTMENT OVERVIEW</p> <p>23.3%</p>	<p>Results</p> <p>QUESTIONS 4A-4B</p> <p>30%</p>
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3.2 SCORING SECTION 1: CHALLENGE, CONTEXT, & OBJECTIVES

This scoring section is the glue that shapes the other elements of the case. Elements are assessed for both suitability and ambitiousness within the framework of the strategic challenge.

Keep in mind that judges are looking for:

- Context that clearly frames the situation and the category, especially what success looks like in that particular topic.
- The challenges of the marketing goal(s) in relation to the category, competitors, the brand's history, and/or marketplace issues or trends.
- Clear objectives & KPIs that relate to the business challenge and are not retrofitted to match the results of the case.
- Explanation of the significance of the objectives to the brand/business/cause.

Judges often say that if this section is weak, the entire entry weakens because the context is needed to understand how big the idea was and how profound the results were. Judges may not be familiar with your brand or category, so use this space to provide them with this background.

3.2.1 JUDGES ADVICE

"The best cases clearly articulated the challenge for the brand, the category and competitive landscape, and what the overall goals were. They also had KPIs that aligned well to that challenge that were clearly not retro-fitted to the resulting outcome"

"Make sure the objectives are clearly defined. If awareness is the goal, what lift were you looking for and from where to where? Leaving the goal broad makes it hard to give credit for the difficulty of the challenge"

"Share the context completely so judges understand the situation fully. Ensure that the difficulty in achieving the goal is clear and mitigate the impact of activity outside of the campaign"

"Be SPECIFIC and measurable with your objectives. Help the judges understand the context of that goal/objective"
"Set measurable objectives to help evaluate if the results were actually good, great or just okay."

3.3 SCORING SECTION 2: INSIGHTS & STRATEGY

Judges evaluate how inventive and effective the Idea & Strategy were in meeting the challenge.

Keep in mind that judges are looking for:

- INSIGHTS- not just facts or observations, but what came out from the data points/research. State your insights and explain how you came to them.
- An understanding of why these insights are unique to the brand and are positioned to address the brand's particular challenge and business situation.
- An explanation on how the insight links with the strategy, informed the strategic idea, brought to life the creative execution and ultimately, the results.
- A clear definition of your audience, including demographics, culture, behaviors, etc. Why is this audience important to the brand and the growth of the brand's business?
- The core idea or strategic build that drove the effort and led to a solution.

3.3.1 JUDGES ADVICE

"Insights need to feel new and different, with a sense of tension and actionability. The idea needs to take the insight and activate it in an interesting, compelling and useful way. And, most importantly, in a way that helps achieve your stated objectives."

"The idea needs to tie directly back to the insight and not be the tactical execution that was deployed. The idea needs to be crisp, but also tell the judge enough detail so that it is easy to understand how the team arrived at this idea and why it is meaningful to the brand and campaign."

"Find a real insight, not an audience observation or category convention. It should be a deep human truth that not only drives emotions and behavior but enables the strategic idea and creative execution to be effective and successful."

"Ensure the strategic idea maps back to the brand."

"Make sure that the strategy and the idea really connect to the overall concept."

3.4 SCORING SECTION 3: BRINGING THE STRATEGY & IDEA TO LIFE**PLUS Creative Work PLUS Investment Overview****Keep in mind that judges are looking for:**

In this section, entrants should articulate the creative and media strategies (not just tactics) and how the idea and strategy were brought to life. Ensure your response details the 'why' behind your choices.

- An understanding of how you activated your strategy (e.g., CRM programs, pricing changes, promotions) & the main marketing vehicles for your creative executions (e.g., end line, call-to-actions, format choices).
- The direct connection between the creative/media strategies and the objectives and insights.
- The importance of each channel used for the case, and how each was used - why were your creative output(s) and channel choices right for your specific audience and idea? Why did you choose these over others?
- A clear depiction of how the campaign was executed in the public marketplace. Was there a 'path' consumers were meant to go on, and what was it?
- The evolution and optimization of your marketing and communications over time.

Investment Overview:

- Details on budget, owned/earned/paid media, sponsorships, and all touchpoints used.
- Use the Media Budget Elaboration field to provide additional context for judges.

The Creative Reel:

- **The creative reel is your place to show examples of your work - not repeat the written case.**
- Judges are required to review the written case before watching the creative reel - use the creative reel to showcase your creative work & complement your responses to Questions 3A-3C.
- **No results** may be included in the creative reel.

Keep in mind that judges are looking for:

- At least one complete example of each integral touchpoint.
- The strategic idea in action - how it was brought to life.
- More creative work versus a focus on reexplaining the full written case.

3.4.1 JUDGES ADVICE

"The creative reel should showcase all of the work that I've just read about and want to see. I would rather clearly see the different executions over hearing setup."

"Integrate the media strategy and show how it links to the full extension and influences the creative strategy and explain how it evolved with the campaign"

"Give rationale for why these specific channels were selected. Why are they meaningful to the audience and the challenge? How and why did you place importance on some channels over others?"

"Find a real insight, not an audience observation or category convention. It should be a deep human truth that not only drives emotions and behavior but enables the strategic idea and creative execution to be effective and successful."

"Keep the storytelling and results out of the creative reel, and highlight the creative, especially the different executions. The more different types of creative shown, the better. I took the judging seriously and read through the written case carefully, so there was no need to duplicate the story - what I was missing was how everything was brought to life."

"Be sure the written case and video compliment each other and do not repeat each other. It isn't about the quality of the video itself but more about the content"

SCORING SECTION 4: RESULTS

Judges are looking for **direct correlations between the objectives and the results** of a case.

Keep in mind that judges are looking for:

- Explain how the results impacted brand and the brand's business.
- Make a compelling argument to prove the marketing led to the results achieved.
- Provide context with historical brand data, industry benchmarks, competitors, etc.
- If you achieved additional results, explain what they were and why they are significant.
- Address other factors that could have contributed to your results, whether positively or negatively. Judges value thoughtful answers in Question 4B vs. indicating that no other factors could have impacted your case. Some entrants will use this space to prove the limited impact of these factors on the results to give the judges more confidence in the results presented.
- When key metrics are withheld without explanation, judges may assume it is because the results were weak.

Entries range from small cases in regional markets to nationwide blitzes. Judges consider the environment in which each case exists. It is important to include category/industry and year-over year context, as judges may not be knowledgeable of the nuances of your industry. For example, a small percentage move in a highly segmented, high-volume category may be more difficult to achieve than a large percentage change in another category. Explain your business situation to the judges.

Charts and graphs are useful tools to present your data clearly. If needed for confidential reasons, proof of performance may be indexed or provided as percentages. If you cannot provide certain business results, explain why you cannot or why they are less important. Think through creative & meaningful ways to present the significance of the results you cannot share. For example, the results achieved were the equivalent of opening a new 200,000 square foot store in the region.

3.4.2 JUDGES ADVICE

"Make sure you provide context. If you show results, help the judges understand if the results are good and why. Explain what the numbers mean."

"Don't fudge the results. Your peers will know. Honesty is more effective. We have all had wins and we have all had fails. Every campaign does not need to be perfect."

"Be clear to articulate why the results are meaningful for longer-term impact (for the brand.)"

"Tie together the story of how your work drove the results - the best cases did this seamlessly, the worst cases just threw the results out there as somehow a self-evident proof of the value of the work without explaining why or how."

"Don't get caught lowballing or avoiding inconvenient other factors - judges are looking for it. Admit more and provide real-world context: give credit to things like economic trends in addition to your campaign. You'll gain credibility by being honest about all the factors that created success."

3.4.3 CASE STUDY SAMPLES

We have also provided entrants with a selection of sample case studies from recent worldwide winners. These can be viewed online [here](#).

We have also compiled all the Irish 2021 Effie recipients in a Case Study Reference Guide which is also available via the [Effie Awards Ireland website](#). We recommend you review these to see what makes a good case study and what makes your work 'effiable'. The **2023 winners** will also be available to view from **3rd April 2024** when this year's Entry Portal opens.

Additional case studies can be reviewed through the subscription-based [Case Study Database](#). For any questions on the database & subscriptions, please contact subscriptions@effie.org.

[entry basics](#) / [entry form & reqs.](#) / [publication & confidentiality](#) / [judging](#) / [categories](#) / [global best of the best](#) / [contact](#)

3.5 JUDGES FEEDBACK

We are able to provide feedback on your submission after the winners are announced. This consists of feedback from judges who reviewed your case, delivered in an anonymous format, via a short report. Under our banner of Making Marketing Better, some of the benefits of this feedback include:

- Understand why your case did or did not achieve finalist or winner status.
- Improve your future entries. Whether the case is a winner or not, there are lessons to be learned from the feedback the judges provide.
- Improve your marketing communications strategy and technique. Judges provide constructive criticism of your strategy, creative, and metrics, so you can take these lessons and apply them to future work.
- Discover trends among the strongest and weakest scoring sections in your cases.

The feedback will be electronically distributed to the lead agency contact person, as listed on the credits page, in the months following the conclusion of this year's competition. The feedback is available to all entrants upon request. Please email katherine@iapi.com.

3.6 WINNER INFO



WINNING AN EFFIE

Receiving an Effie Award signifies your work was one of the most effective marketing efforts of last year, incorporating an insightful communications strategy, effective creative, and the market results to prove it worked. As the competition continues to grow, winning an Effie is becoming increasingly difficult.

Finalists and winners will be celebrated in October 2024. Finalists and winners will receive additional information about celebrating their success ahead of the event.

TROPHIES & CERTIFICATES

A complimentary trophy is provided to each winning lead agency and client company. The client and lead agency is the engraving default setting for all trophies, unless co-lead agencies or co-clients are designated, in which case both lead agencies/clients would appear on the trophy. Complimentary trophies are handed out at the Awards Event.

If your case is a winner, you can purchase additional personalised trophies and certificates with your choice of credited company(ies) or individuals showcased. To order additional trophies & certificates contact katherine@iapi.com

4 ENTRY FORMS & REQUIREMENTS

4.1 OVERVIEW

Entries are submitted online ONLY via the [Entry Portal](#) which will be open for entries on 3rd April 2024.

You can download all entry form templates in an editable version from [Effie Awards Ireland website](#) to draft your responses and collaborate with team members, partner agencies, and clients in advance of the Entry Portal opening. Once drafted, copy 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.

There are dedicated Entry Forms for submissions into Sustained Success category. All other category submissions use the standard entry form.

Entrants can use the Entry Form Guide & Template to draft their responses and collaborate with team members, partner agencies, and clients. In the Entry Portal, entrants will need to copy their answers to each question of the entry form into the corresponding question.

The written entry tells the story of the effort from beginning to end. Each part of the submission should work together and tell a story. When writing your entry form, be sure to review the resources outlined on the prior page. **Judges may not know about category norms or nuances within your brand's industry, so it is critical to provide context throughout the written case.**

4.2 SCORING CRITERIA FOR YOUR WRITTEN ENTRY

SCORING SECTION 1: CHALLENGE, CONTEXT & OBJECTIVES (23.3% of score)

In this section, judges evaluate whether they have the necessary context about your industry category, competitors, and brand to understand your entry and the degree of challenge represented by your objectives. Judges will assess the case for both suitability and ambition within the framework of the challenge. Weight will be given to the degree of difficulty and whether the entrant has provided the context to evaluate the case's effectiveness in this section.

SCORING SECTION 2: INSIGHTS, STRATEGY & STRATEGIC IDEA (23.3% of score)

This section prompts you to explain your strategic process and thinking to the judges, as well as target audience and rationale behind this choice. You are also required to outline your strategy and your big strategic idea. Your strategy should be driven by the insights and your strategic idea should be borne from these unique insights.

SCORING SECTION 3: BRINGING THE IDEA TO LIFE (23.3% of score)

This section relates to how and where you brought your idea to life – this might include one or more of the following: communications, brand experience, packaging, a piece of technology, a product extension, a retail space (in store or stand-alone), a promotion or a media sponsorship or partnership. Whatever it was you created to solve the business problem you were facing. Judges are looking to understand why you chose to do what you did and how it related to your strategy and audience. Coupled with additional information you provide in the Investment Overview, and the creative output as presented in the creative images and the accompanying reel, judges should be clear on how your idea came to life.

SCORING SECTION 4: RESULTS (30% of score)

This section relates to your results. Be sure to provide context (category/prior year) and explain the significance of your results as it relates to your brand's business. Tie results back to the objectives outlined in Section 1.

4.2.1 OTHER ENTRY REQUIREMENTS

In addition to the materials for judging, you are required to submit publicity materials, company & individual credits, and additional data points for research/database purposes. You can see a full outline of these items in section titled "Submission Checklist". The following pages outline additional information & requirements that will be helpful to review when preparing your submission.

DON'T LEAVE THIS UNTIL THE LAST MINUTE AS IT MAY TAKE LONGER THAN ANTICIPATED TO COLLABORATE THE INFORMATION BEYOND THE ACTUAL CASE ENTRY.

5 ENTRY PRACTICALITIES

5.1 HOW TO ENTER

This document will help you collaborate with your team as you prepare your entry. The **Entry Form** in this document mirrors the online entry form closely, providing you with all the questions that will appear in the Entry Portal. In the portal some questions have drop down lists for you to choose from - this template lists all options so that you can prepare in advance.

Responses will need to be copied into the [Entry Portal](#) order to submit your entry.

Please give yourself enough time to transfer over responses to the portal in advance of your intended entry deadline.

DO NOT LEAVE THIS UNTIL THE DEADLINE DAY as it takes longer than anticipated to transfer over each section into the correct format.

5.2 ENTRY MATERIALS AND GUIDELINES PROVIDED

As you prepare your entry, you are encouraged to thoroughly read through this **Entry Kit**, which provides all detailed rules and regulations, as well as the **Effective Entry Guide** which provides tips from past judges, and examine **Case Study Examples**, featuring past Effie winners.

5.2.1 EXTRAS WORTH REMEMBERING

ELIGIBILITY

DO ENSURE that your entry is within the Eligibility Period (Page 4&5 of this Entry Kit)

AGENCY BLIND

DO NOT include agency names in the written case, creative examples (including file names), or sources.

INSERTING CHARTS & GRAPHS

Entrants are encouraged to display data via charts & graphs within the limits allotted in each question. To insert charts & graphs in your responses in the Entry Portal, save each chart/graph individually as a .jpg image (700-900 pixels wide or tall recommended).

EXTERNAL WEBSITES

DO NOT direct judges to visit external websites. Judges can only review the content provided in your written entry and creative examples. Do not include hyperlinks in your entry.

SOURCES

All data included in the entry form must reference a specific, verifiable source.

CATEGORY NUANCES

DO NOT enter 4 categories just because you are allowed to. Think carefully about the best categories to suit your case and enter accordingly. Make sure you amend your case for each category to make it relevant for the category you're entering.

5.3 TOP ENTRY TIPS

- 1 "Start with the executive summary before you try to write individual sections. Get your overall story really strong, crisp, clear, and inspiring."
- 2 "Be sure to provide context; most judges don't know your category or what success looks like."
- 3 "While all of the information is important, remember that this is read as one of many entries by judges. Go back and ensure that you are using the most impactful, focused information to help them make a decision."
- 4 "The entrants who build their cases from a place of honesty, authenticity, and simplicity vs. marketing jargon were really the strongest."
- 5 "Ensure that the 'insights' somehow tie to a human behavior. A data point is not an insight, it's what the data point means to your brand, target or audience that makes it an insight."
- 6 "Create a strong tie between the execution and the results."
- 7 "Make sure your creative reel doesn't just reiterate what you said in your entry. Use it to complement that information."
- 8 "Connect results to objectives very clearly. Don't try to fake it and write objectives to meet existing results. We can tell and will ding you for it."
- 9 "Advertising principles should apply to case studies too: write them in a way that engages judges, focus on how your campaign helped achieve your brand's objectives and don't over-complicate it. Less is more!"
- 10 "Check for grammar, typos, math, and inconsistencies."

6 THE ENTRY FORM

The following provides you with a check-list to follow that replicates the Entry Form.

6.1 ENTRY BASICS

EFFIE ENTRY CATEGORY <i>Review category definitions here. If entering multiple categories, keep category restrictions in mind.</i>	
BRAND NAME <i>List the specific brand name here (not the parent company name)</i>	
ENTRY TITLE <i>Your Entry Title should be a short case name. The Entry Title will be used in publicity materials if the case is a winner or finalist.</i>	
DATES EFFORT RAN <i>List the start/end dates of the effort, even if it goes beyond the Effie eligibility period. Efforts that are ongoing should leave the end date blank in the Entry Portal.</i>	MM/DD/YY – MM/DD/YY
REGIONAL CLASSIFICATION <i>Select all that apply. Please note, that if your effort is Multinational, your entry must be isolated to Ireland.</i>	Drop down on portal as follows: National / Multinational
INDUSTRY SECTOR <i>Classify your brand by one of the available industry sectors.</i>	Drop down list on portal as reflective of category listing found. later in the Entry Kit:
INDUSTRY/CATEGORY SITUATION <i>Select one.</i>	Drop down list to choose from: Growing / Flat / In Decline

6.2 EXECUTIVE SUMMARY

Give the judges an understanding of the case they are about to read by providing a brief summary for each of the items below. A one-sentence summary is recommended for each line.

(Maximum per line: 20 words.)

The Challenge:

The Insight:

The Strategic Idea/Build:

Bringing the Strategy & Idea
to Life:

The Results:

Why is this entry an outstanding example of effective marketing in this Effie entry category?

Summarize your case by focusing on how your results related directly back to your challenge and objectives. When entering multiple categories, it is important to customize your response for each category. If judges have questions about your eligibility in this category, they will refer to this response.

(Maximum: 100 words)

Provide answer.

6.2.1 SECTION 1: CHALLENGE, CONTEXT & OBJECTIVES

23.3% OF TOTAL SCORE

This section covers your strategic business context for your marketing activity, alongside your key business challenge and objectives.

Please provide the necessary context on your industry category, competitors, and brand so the judges, including those unfamiliar with your brand/category, can evaluate your entry. Outline why your business challenge was the right opportunity to grow and the degree of ambition represented by your objectives.

1A. Before your effort began, what was the state of the brand's business and the overall category in which it competes? What was the strategic challenge that stemmed from this business situation? Provide context on the degree of difficulty of this challenge.

(Maximum: 275 words; 3 charts/visuals)

Provide answer.

1B. What were the Business, Marketing and Campaign/Activity objectives that you set to address your challenge? What were the Key Performance Indicators (KPIs) set against each objective? Provide specific numbers/percentages for each and benchmarks wherever possible.

RESPONSE FORMAT

List each objective individually. We have allowed for one key business objective (required) and up to 3 Marketing (Customer) and Activity (Comms.) objectives (1 required, 3 maximum for both types). If you had fewer marketing and activity objectives, that is fine, please leave the fields blank. For each objective, provide brief context for why you chose it, state the KPIs and benchmarks.

BUSINESS OBJECTIVE (Required)	
Objective – Overview & KPI (Maximum: 30 words)	
Rationale – Why the objective was selected & what is the benchmark? (Maximum: 75 words; 3 charts/visuals)	
Measurement – How did you plan to measure it? (Maximum: 30 words)	
Tagging – What keywords best describe your objective type? (1 Required, No Maximum)	Select from the following list in the portal: Brand or business transformation Category growth Environmental/social impact (e.g. sustainability/purpose/diversity/CSR) Geographic expansion New brand or product/service launch Profitability (growth/maintenance/easing decline) Revenue (growth/maintenance/easing decline/value share) Volume (growth/maintenance/easing decline/volume share) Other (add your own)

MARKETING OBJECTIVE 1 <i>(Required)</i>	
Objective – Overview & KPI <i>(Maximum: 30 words)</i>	
Rationale – Why the objective was selected & what is the benchmark? <i>(Maximum: 75 words; 3 charts/visuals)</i>	
Measurement – How did you plan to measure it? <i>(Maximum: 30 words)</i>	
Tagging – What keywords best describe your objective type? <i>(1 Required, No Maximum)</i>	Select from the following list in the portal: Advocacy/recommendation Changes in specific brand attributes Consideration Conversion Cultural Relevance Frequency Lead generation Penetration/acquisition Renewal/retention/life time value Salience/awareness Weight/value of purchase Other (add your own)
MARKETING OBJECTIVE 2 <i>(Optional)</i>	
Objective – Overview & KPI <i>(Maximum: 30 words)</i>	
Rationale – Why the objective was selected & what is the benchmark? <i>(Maximum: 75 words; 3 charts/visuals)</i>	
Measurement – How did you plan to measure it? <i>(Maximum: 30 words)</i>	
Tagging – What keywords best describe your objective type? <i>(1 Required, No Maximum)</i>	Select from the following list in the portal: Advocacy/recommendation Changes in specific brand attributes Consideration Conversion Cultural Relevance Frequency Lead generation Penetration/acquisition Renewal/retention/life time value Salience/awareness Weight/value of purchase Other (add your own)
MARKETING OBJECTIVE 3 <i>(Optional)</i>	
Objective – Overview & KPI <i>(Maximum: 30 words)</i>	

Rationale – Why the objective was selected & what is the benchmark? <i>(Maximum: 75 words; 3 charts/visuals)</i>	
Measurement – How did you plan to measure it? <i>(Maximum: 30 words)</i>	
Tagging – What keywords best describe your objective type? <i>(1 Required, No Maximum)</i>	Select from the following list in the portal: Advocacy/recommendation Changes in specific brand attributes Consideration Conversion Cultural Relevance Frequency Lead generation Penetration/acquisition Renewal/retention/life time value Salience/awareness Weight/value of purchase Other (add your own)
ACTIVITY OBJECTIVE 1 <i>(Required)</i>	
Objective – Overview & KPI <i>(Maximum: 30 words)</i>	
Rationale – Why the objective was selected & what is the benchmark? <i>(Maximum: 75 words; 3 charts/visuals)</i>	
Measurement – How did you plan to measure it? <i>(Maximum: 30 words)</i>	
Tagging – What keywords best describe your objective type? <i>(1 Required, No Maximum)</i>	Select from the following list in the portal: Advocacy/recommendation Efficiency (e.g. cost per acquisition) Popularity/fame/social discourse Positive sentiment/emotional resonance Reach (e.g. open rate, shares, views, attendance) Recall (brand/ad/activity) Other (add your own)
ACTIVITY OBJECTIVE 2 <i>(Optional)</i>	
Objective – Overview & KPI <i>(Maximum: 30 words)</i>	
Rationale – Why the objective was selected & what is the benchmark? <i>(Maximum: 75 words; 3 charts/visuals)</i>	
Measurement – How did you plan to measure it? <i>(Maximum: 30 words)</i>	
Tagging – What keywords best describe your objective type? <i>(1 Required, No Maximum)</i>	Select from the following list in the portal: Advocacy/recommendation Efficiency (e.g. cost per acquisition) Popularity/fame/social discourse Positive sentiment/emotional resonance Reach (e.g. open rate, shares, views, attendance)

	Recall (brand/ad/activity) Other (add your own)
ACTIVITY OBJECTIVE 3 (Optional)	
Objective – Overview & KPI (Maximum: 30 words)	
Rationale – Why the objective was selected & what is the benchmark? (Maximum: 75 words; 3 charts/visuals)	
Measurement – How did you plan to measure it? (Maximum: 30 words)	
Tagging – What keywords best describe your objective type? (1 Required, No Maximum)	Select from the following list in the portal: Advocacy/recommendation Efficiency (e.g. cost per acquisition) Popularity/fame/social discourse Positive sentiment/emotional resonance Reach (e.g. open rate, shares, views, attendance) Recall (brand/ad/activity) Other (add your own)

DATA SOURCES: SECTION 1

You must provide a source for all data and facts presented anywhere in the entry form. The below field may only be used to list sources of data provided in your responses above. Entrants may not include any additional context or information in the below field.

Recommended Format: Use footnotes in your responses above and list each source numerically below. We recommend each source include the following information: Source of Data/Research, Type of Data/Research, Dates Covered. Do not include agency names in your sources. [View detailed guidelines here.](#)

Provide sources of data included in your responses to Section 1.

6.2.2 SECTION 2: INSIGHTS & STRATEGY

23.3% OF TOTAL SCORE

This section covers the key building blocks of your strategy.

Explain to the judges why you chose the audience you did. Outline your key insight(s) and how they led to the strategic idea build that addressed the business challenge the brand was facing.

2A. Define the target audience(s) you were trying to reach and explain why it was/they were relevant to the brand and the challenge.

Describe your audience(s) using demographics, culture, media behaviors, etc. Explain if your target was a current audience, a new audience, or both. What perceptions or behaviors are you trying to affect or change?

Commerce & Shopper Cases: Be sure to highlight the shopper's motivations, mindset, behaviors, and shopper occasion.

(Maximum: 300 words; 3 charts/visuals)

Provide answer.

2B. Explain the thinking that led you to your insight(s). **Clearly state your insight(s) here.**

Clarify how the insight(s) were directly tied to your brand, your audience's behaviors and attitudes, your research and/or business situation. How would this unique insight(s) lead to the brand's success and how did it inform your strategic idea.

(Maximum: 300 words; 3 charts/visuals)

Provide answer.

2C. What was the core idea or strategic build you arrived at using your insight(s) that enabled you to pivot from challenge to solution for your brand and customer?

(Maximum: 20 words)

Provide answer.

DATA SOURCES: SECTION 2

You must provide a source for all data and facts presented anywhere in the entry form. The below field may only be used to list sources of data provided in your responses above, do not include any other information.

Provide sources of data included in your responses to Section 2.

6.2.3 SECTION 3: BRINGING THE STRATEGY & IDEA TO LIFE (CREATIVE PLATFORM)**23.3% OF TOTAL SCORE**

This section relates to how you **translated your core strategic idea into a compelling creative platform** and channel plan i.e. how and where you brought your strategy to life. And how you tested for ongoing optimization.

Help the judges evaluate your entry by demonstrating how you created work that targeted and motivated customers effectively. Outline how your creative and channels plans worked together to drive results.

3A. Describe the key elements of your plan that activated your strategy. Outline any components that were active in the effort e.g. all integral communications, promotions, CRM program, customer experience, pricing changes, etc. that were a part of your effort

(Maximum: 100 words; 3 charts/visuals)

Provide answer.

3B. Outline the key building blocks of the creative executions for your main marketing vehicles e.g., endline, call-to-actions and format choices. If relevant, include any important changes that optimized the creative while the activity was running.

(Maximum: 100 words; 3 charts/visuals)

Provide answer.

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.

(Maximum: 400 words; 3 charts/visuals)

Provide answer.

KEY VISUAL

You have the option to upload a single image to accompany your explanation in this section to show how you brought your strategy and idea to life. It may be a media plan, a marketing mix visual, a flowchart, a calendar, a storyboard, etc. The image must be jpg/jpeg/png. You do not need to upload a copy of any of your creative images for judging here, as judges will view those on the creative examples tab.

DATA SOURCES: SECTION 3

You must provide a source for all data and facts presented anywhere in the entry form. The below field may only be used to list sources of data provided in your responses above. Entrants may not include any additional context or information in the below field. Provide sources of data included in your responses to Section 3.

6.2.4 SECTION 4: RESULTS

30% OF TOTAL SCORE

This section relates to your results. Here you need to be able to demonstrate the impact your effort has had on your business/brand/cause objectives - attributable to the activity and its elements and taking into account other factors. You will need to provide a result corresponding to each objective listed in your response to question 1B.

4A. How do you know it worked? Explain, with category, competitor and/or prior year context, why these results are significant for the brand's business.

Results must relate back to your specific audience, objectives, and KPIs.

RESPONSE FORMAT

You have up to 350 words and 5 charts/visuals to set up your results. Then, for each objective provided in Question 1B, you are required to provide a corresponding result.

ELIGIBILITY REMINDERS

- Provide a clear time frame for all data shown – either within your response or via the sources box.
- All results must be isolated to Ireland.
- Work must have run in the eligibility window of January 2023 – April 2024.
- All results must correspond to a data source.

You may use this space to set-up your results section (Maximum 350 words, 5 charts/visuals).

<p align="center">Business Objective Results (Required – Corresponds to your Business Objective listed in 1B)</p>	
<p>Business Objective from Question 1B</p>	<p>The entry portal will list your Business Objective from Question 1B here automatically</p>
<p>List Result (Maximum: 30 words)</p>	
<p>Context (Maximum: 75 words; 3 charts/visuals)</p>	
<p align="center">Marketing Objective #1 Results (Required - Corresponds to Marketing Objective #1 listed in 1B)</p>	
<p>Marketing Objective #1 from Question 1B</p>	<p>The entry portal will list Marketing Objective #1 from Question 1B here automatically</p>

List Result (Maximum: 30 words)	
Context (Maximum: 75 words; 3 charts/visuals)	
Marketing Objective #2 Results (Required if Marketing Objective #2 was provided in 1B)	
Marketing Objective #2 from Question 1B	The entry portal will list Marketing Objective #2 from Question 1B here automatically
List Result (Maximum: 30 words)	
Context (Maximum: 75 words; 3 charts/visuals)	
Marketing Objective #3 Results (Required if Marketing Objective #3 was provided in 1B)	
Marketing Objective #3 from Question 1B	The entry portal will list Marketing Objective #3 from Question 1B here automatically
List Result (Maximum: 30 words)	
Context (Maximum: 75 words; 3 charts/visuals)	
Activity Objective #1 Results (Required - Corresponds to Campaign/Activity Objective #1 listed in 1B)	
Activity Objective #1 from Question 1B	The entry portal will list Activity Objective #1 from Question 1B here automatically
List Result (Maximum: 30 words)	
Context (Maximum: 75 words; 3 charts/visuals)	
Activity Objective #2 Results (Required if Campaign/Activity Objective #2 was provided in 1B)	
Activity Objective #2 from Question 1B	The entry portal will list Activity Objective #2 from Question 1B here automatically

List Result (Maximum: 30 words)	
Context (Maximum: 75 words; 3 charts/visuals)	
Activity Objective #3 Results (Required if Campaign/Activity Objective #3 was provided in 1B)	
Activity Objective #3 from Question 1B	The entry portal will list Activity Objective #3 from Question 1B here automatically
List Result (Maximum: 30 words)	
Context (Maximum: 75 words; 3 charts/visuals)	
ADDITIONAL RESULTS You may use the below space to provide additional results achieved that you did not have had an initial objective for. This space may only be used for additional results beyond those that align with your listed objectives. It is not required to provide additional results & you may leave this field blank. (Maximum: 150 words; 3 charts/visuals)	

List additional results here.

4B. Marketing rarely works in isolation. Outside of your effort, what else in the marketplace could have affected the results of this case – positive or negative? Select factors from the chart and explain the influence (or lack of influence) of these factors in the space provided. We recognize that attribution can be difficult; however, we're inviting you to provide the broader picture here in making the case for your effectiveness. (Maximum: 200 words; 3 charts/visuals)	
Business Events (e.g. changes in supply chain, government regulations)	Societal or Economic Events (e.g. changes in economic, political, social factors)
Internal Company Events (e.g. change in ownership, internal dynamics, etc.)	Public Relations
Natural Events (e.g. weather, natural phenomenon, etc.)	Other _____
Other marketing for the brand, running at the same time as this effort	

Provide answer.

DATA SOURCES: SECTION 4

You must provide a source for all data and facts presented anywhere in the entry form. The below field may only be used to list sources of data provided in your responses above. Entrants may not include any additional context or information in the below field.

Provide sources of data included in your responses to Section 4.

6.2.5 INVESTMENT OVERVIEW

The Investment Overview, like the rest of the entry form, is completed in the **Entry Portal**. The questions below are visuals of all the drop-down box options to share with your team to gather data.

PAID MEDIA EXPENDITURES

Select paid media expenditures (purchased and donated), not including agency fees or production costs, for the effort described in this entry. If there were no paid media expenditures, please select Under €50K and elaborate below. If the case did not run the year prior, select not applicable and provide context in the elaboration area below.

Current Year/Time Period: January 2023 – April 2024	Campaign Period: Prior Year
Under €50k	Under €50k
€50k – 100k	€50k – 100k
€100k-500k	€100k-500k
€500k-1m	€500k-1m
Compared to other competitors in this category, this budget is:	Less
	About the Same
	More
	Not Applicable (Elaboration Required)
Compared to prior year spend on the brand overall, the brand's overall budget this year is:	Less
	About the Same
	More

Not Applicable (Elaboration Required)

MEDIA BUDGET ELABORATION

Provide judges with the context to understand your budget.

What was the balance of paid, earned, owned and shared media? What was your distribution strategy? Did you outperform your media buy?

In addition to providing context around your budget, if you selected Not Applicable to either of the previous two questions, explain why you selected Not Applicable.

(Maximum: 100 words)

Provide answer.

PRODUCTION & OTHER NON-MEDIA EXPENDITURES

Select a budget range for the key assets you developed to bring your idea to life. This should include hard pre and post productions costs, talent (influencer or celebrity fees) and any activation costs.

Under €50k	Under €50k
€50k – 100k	€50k – 100k
€100k-500k	€100k-500k
€500k-1m	€500k-1m
€1m-5m	€1m-5m

PRODUCTION & OTHER NON-MEDIA EXPENDITURES ELABORATION

Provide judges with the context to understand the selection outlined above. This is an opportunity to provide further context surrounding your budget, so judges have a clear understanding and do not question the information provided above.

(Maximum: 100 words)

Provide answer.

OWNED MEDIA

Was Owned Media a part of your effort? (Yes/No)

Elaborate on owned media (digital or physical company-owned real estate), that acted as communication channels for case content.

(Maximum: 100 words)

Provide answer.

SPONSORSHIP AND MEDIA PARTNERSHIPS

Select the types of sponsorships /media partnerships used in your case. Choose all that apply.

Then, provide additional context regarding these sponsorships and media partnerships, including timing.

(Maximum: 100 words)

Product Placement – Occasional	Product Placement – Ongoing	Sponsorship – On Site	Sponsorship – Live Activation
Sponsorship – Talent or Influencer	Unique Opportunity	Not Applicable	

Provide elaboration.

DATA SOURCES: INVESTMENT OVERVIEW

You must provide a source for all data and facts presented anywhere in the entry form. The below field may only be used to list sources of data provided in your responses above. Entrants may not include any additional context or information in the below field.

Provide sources of data included in your responses in the Investment Overview.

ALL TOUCHPOINTS AS PART OF YOUR EFFORT

Select all touchpoints used in the effort, based on the options provided in the below chart. Within your response to Question 3, explain which touchpoints from the below list were integral to reaching your audience and why.

On the creative reel, you must show at least one complete example of each touchpoint that was integral to the effort's success. For example, if you mark 10 boxes below and 8 were key to the driving results and explained as integral in Question 3, those 8 must be featured on the reel.

Branded Content – Editorial	Digital Mktg. - SEM	Print - Magazine
Branded Content – Product Placement	Digital Mktg. - SEO	Print - Newspaper
Cinema	Digital Mktg. – Short Video (:15-3 min.)	Public Relations
Contests	Digital Mktg. – Social: Organic	Radio
Digital Mktg. – Affiliate	Digital Mktg. – Social: Paid	Retail Experience: Digital
Digital Mktg. – Audio Ads	Digital Mktg. – Video Ads	Retail Experience: In Store
Digital Mktg. – Content Promotion	Direct Mail	Sales Promotion, Couponing & Distribution
Digital Mktg. – Display Ads	Events	Sampling/Trial
Digital Mktg. – Email/Chatbots/Text/Messaging	Health Offices / Point of Care	Sponsorships – Entertainment
Digital Mktg. – Gaming	Influencer / Key Opinion Leader	Sponsorships – Sports
Digital Mktg. – Influencers	Interactive / Website / Apps	Sponsorships – Unique Opportunity
Digital Mktg. – Location based	Internal/In-Office Marketing	Street Mktg.
Digital Mktg. – Long Video (3+ min.)	Loyalty Programs	Trade Shows, Trade Communications, Professional Engagement
Digital Mktg. – Marketplace Ads	OOH – Billboards	TV
Digital Mktg. – Mobile	OOH – Other Outdoor	User Generated Content & Reviews
Digital Mktg. – Product Placement	OOH - Transportation	Other:
Digital Mktg. – Programmatic Display Ads	Packaging & Product Design	
Digital Mktg. - Programmatic Video Ads	Print – Custom Publication	

MAIN TOUCHPOINTS

From the list outlined above, select the three most integral touchpoints for your effort. List in order of most integral to least integral.

MAIN TOUCHPOINT #1

(Select one of the touchpoints from the chart above.)

MAIN TOUCHPOINT #2

(Select one of the touchpoints from the chart above or Not Applicable.)

MAIN TOUCHPOINT #3

(Select one of the touchpoints from the chart above or Not Applicable.)

SOCIAL MEDIA PLATFORMS

Select all social media platforms utilized in your effort from the list below.

Blog (Tumblr, Medium, etc.)	Instagram	Reddit	Twitter
Discord	LinkedIn	Snapchat	WeChat
Facebook	Pandora	Spotify	WhatsApp
Flickr	Pinterest	TikTok	YouTube
Not Applicable		Other:	

6.3 ADDITIONAL REQUIREMENTS

Judges will review your written case and creative materials. Review this document for full guidance on completing your written case and creative materials.

In addition to the written entry form & creative examples, additional data is required in the **Entry Portal**. These materials support Effie's mission of leading, inspiring & championing the practice and practitioners of marketing effectiveness.

This following pages outline the additional information you will be required to provide in the **Entry Portal** in order to submit your entry. Teams can use this document to collect information from team members while preparing your entry. Please ensure you provide yourself time to input these datapoints in the **Entry Portal** in advance of your intended entry deadline.

6.3.1 CASE BACKGROUND

This information is for research and database purposes. These responses are not seen by judges.

PRODUCT/SERVICE TYPE <i>Select one.</i>
PARENT BRAND STATUS <i>Select one.</i>
SUB-BRAND STATUS <i>Select one.</i>
NEW / EXISTING PRODUCT/SERVICE <i>Select one.</i>
CATEGORY STATUS

Tangible Good / Service / Other

Existing Parent Brand / New Parent Brand / Not Applicable

Existing Sub-Brand / New Sub-Brand / Not Applicable

New / Existing

New Category / Existing Category

<p>Does the product/service create a new category or is it joining an existing category? Select one.</p>	
<p>PRIMARY END USER</p> <p>Select one.</p>	<p>Business Purposes / Consumer Purposes / Not Applicable</p>
<p>CLASSIFICATION</p> <p>Select one.</p>	<p>Mainstream / Luxury / Not Applicable</p>
<p>POINT OF PURCHASE</p> <p>Select the option that best describes how the audience purchased your product or donated to the cause promoted by your marketing effort.</p>	<p>In-Store Retail Only</p> <p>Online Ecommerce Only</p> <p>Primarily In-Store Retail with some Online Ecommerce</p> <p>Primarily E-Commerce with some In-Store Retail</p> <p>A substantial amount of both In-Store Retail and Ecommerce</p> <p>Other</p> <p>Not Applicable</p>
<p>COMPETITOR SITUATION</p> <p>Select the option that best describes the competitor situation.</p>	<p>Dominant Player. One large Competitor that has about 50% market share or more</p> <p>Dominant Player with strong competitors. One or multiple competitors with at least one competitor with about 30% to 50% market share</p> <p>Fragmented. One or multiple competitors each with about 30% market share or less</p> <p>Not Applicable</p>
<p>COMPETITOR BRANDS</p> <p>Provide the top competitor brands of your case. This helps ensure judges who work on competitor brands are not assigned your case. You may provide up to six competitor brands or list No Competitors.</p> <p>(1 Required, 6 Maximum)</p>	
<p>COMPETITOR 1</p> <p>Required.</p>	
<p>COMPETITOR 2</p> <p>Optional.</p>	
<p>COMPETITOR 3</p> <p>Optional.</p>	
<p>COMPETITOR 4</p> <p>Optional.</p>	
<p>COMPETITOR 5</p> <p>Optional.</p>	

COMPETITOR 6 <i>Optional.</i>	
AUDIENCE Please share insights into your primary audience below.	
AUDIENCE GENDER <i>Select one.</i>	Female / Male / Transgender or Non-Binary / Not Applicable (We did not target by gender.)
AUDIENCE AGE <i>Select all that apply.</i>	Children 12 & Under / Ages 13-17 / Ages 18-24 / Ages 25-34 / Ages 35 – 44 / Ages 45-54 / Ages 55-64 / Ages 65+ / Not Applicable (We did not target by age.)
AUDIENCE TYPE <i>Select all that apply.</i>	Cultural or Ethnic Group / Employees / Parents / Not Applicable / Other _____
MEDIA COMPANIES Please list the top five most integral media companies/owners that were a part of your effort, whether or as a partner or a platform where your work ran. If no media companies were used in this effort, you may leave this question blank.	
MEDIA COMPANY 1 <i>Optional.</i>	
MEDIA COMPANY 2 <i>Optional.</i>	
MEDIA COMPANY 3 <i>Optional.</i>	
MEDIA COMPANY 4 <i>Optional.</i>	
MEDIA COMPANY 5 <i>Optional.</i>	
RESEARCH PARTNERS Indicate research partners used for this effort. List up to three companies.	
RESEARCH PARTNER 1 <i>Required.</i>	
RESEARCH PARTNER 2 <i>Optional.</i>	
RESEARCH PARTNER 3 <i>Optional.</i>	
RESEARCH Select the most important research done for your case. Then, select all research done for your case.	
PRIMARY RESEARCH	Copy Testing / Focus Groups / Neuroscience /

Select one.	Positioning or Concept Testing / Strategic (segmentation, market structure, U&A) / Tracking / Not Applicable / Other		
ALL RESEARCH Select all.	Copy Testing / Focus Groups / Neuroscience / Positioning or Concept Testing / Strategic (segmentation, market structure, U&A) / Tracking / Not Applicable / Other		
SUSTAINABLE DEVELOPMENT GOALS Effie has partnered with the PVBLC Foundation to support the UN's 2030 Agenda for Sustainable Development and its 17 Sustainable Development Goals (SDGs) . Please help us to recognize the achievements of our industry in creating positive change by selecting all Sustainable Development Goals aligned with your effort.			
Affordable & Clean Energy	Clean Water & Sanitation	Climate Action	Decent Work & Economic Growth
Gender Equality	Good Health & Well-Being	Industry, Innovation & Infrastructure	Life Below Water
Life on Land	No Poverty	Partnerships for the Goals	Peace, Justice & Strong Institutions
Quality Education	Reduced Inequalities	Responsible Consumption & Production	Sustainable Cities & Communities
Zero Hunger	Not Applicable		

6.4 COMPANY CREDITS

This information is not seen by judges. Effie will publicly celebrate all credited companies & individuals if your case becomes a finalist or winner.

Credits cannot be removed or replaced after the entry is submitted – it is critical that senior leadership reviews credits for accuracy. As confirmation, senior leadership is required to sign off on the Authorization & Verification Form, confirming credits are accurate & complete. Additions will only be accepted if space is available and require a fee after time of entry. No additions/edits will be accepted after 25 June 2024. See the **entry kit for full credit information**.

All entries submitted from the same agency office location should list the "Agency Name" precisely the same way to ensure your office is recognized as one. Communicate with your corporate/executive team, PR department, and other teams entering into this year's competition from your agency office to ensure you are entering each agency name accurately and consistently.

LEAD AGENCY(S)

Entrants have the option to credit a **maximum of two lead agencies** (one required). If you credit a second lead agency, both agencies will be given equal recognition by Effie Worldwide in both publicity materials and the **Effie Index**. 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.

Lead agencies are considered final at time of entry and cannot be changed after time of entry. You may not add or remove a second lead agency after time of entry.

LEAD AGENCY #1 (REQUIRED)

COMPANY NAME	
ADDRESS	
COMPANY TYPE <i>Select one.</i>	Agency: Brand Identity Agency: Business-to-Business Agency: Data / Programmatic Agency: Design Agency: Digital / Interactive Agency: Direct Marketing Agency: Experiential / Event Agency: Full-Service / Creative Agency: Guerilla Agency: Health Agency: In-House Agency: Media Agency: Multicultural Agency: Performance Marketing Agency: Production Agency: Promotional Agency: Public Relations Agency: Shopper Marketing / Commerce Agency: Other Ad or Mar Tech Brand / Client Consultancy Educational Institution Media Owner Research Company Retailer Startup Other
COMPANY SIZE <i>Select one.</i>	1-50 Employees / 51-200 Employees / 201-500 Employees / 500+ Employees
WEBSITE	
AGENCY NETWORK	
HOLDING COMPANY	
MAIN CONTACT <i>This contact will be considered a secondary point of contact on this entry should there be any questions/issues, and the entrant contact cannot be reached. This contact will also be sent a congratulatory note if your entry is a finalist/winner, along with key information about celebrating your success. This name will not be listed publicly.</i>	
FULL NAME	
JOB TITLE	
EMAIL ADDRESS	
PHONE NUMBER	
AGENCY PR CONTACT <i>This contact should be the person who handles PR for your agency. This contact may receive a congratulatory note if your entry is a finalist/winner. This name will not be listed publicly.</i>	
FULL NAME	
JOB TITLE	
EMAIL ADDRESS	

PHONE NUMBER	
CEO / TOP RANKING EXECUTIVE CONTACT	
<i>This contact may receive a congratulatory note if your entry is a finalist/winner but will not be added to our mailing lists. This name will not be listed publicly.</i>	
FULL NAME	
JOB TITLE	
EMAIL ADDRESS	
PHONE NUMBER	

LEAD AGENCY #2 (OPTIONAL)

COMPANY NAME	
ADDRESS	
COMPANY TYPE <i>Select one.</i>	<div> Agency: Brand Identity Agency: Business-to-Business Agency: Data / Programmatic Agency: Design Agency: Digital / Interactive Agency: Direct Marketing Agency: Experiential / Event Agency: Full-Service / Creative Agency: Guerilla Agency: Health Agency: In-House Agency: Media Agency: Multicultural Agency: Performance Marketing Agency: Production Agency: Promotional Agency: Public Relations Agency: Shopper Marketing / Commerce Agency: Other </div> <div> Ad or Mar Tech Brand / Client Consultancy Educational Institution Media Owner Research Company Retailer Startup Other </div>
COMPANY SIZE <i>Select one.</i>	1-50 Employees / 51-200 Employees / 201-500 Employees / 500+ Employees
WEBSITE	
AGENCY NETWORK	
HOLDING COMPANY	
MAIN CONTACT	
<i>This contact will be considered the main point of contact for the second lead agency. This contact will also be sent a congratulatory note if your entry is a finalist/winner, along with key information about celebrating your success. This name will not be listed publicly.</i>	
FULL NAME	
JOB TITLE	

EMAIL ADDRESS	
PHONE NUMBER	
AGENCY PR CONTACT <i>This contact should be the person who handles PR for your agency. This contact may receive a congratulatory note if your entry is a finalist/winner. This name will not be listed publicly.</i>	
FULL NAME	
JOB TITLE	
EMAIL ADDRESS	
PHONE NUMBER	
CEO / TOP RANKING EXECUTIVE CONTACT <i>This contact may receive a congratulatory note if your entry is a finalist/winner but will not be added to our mailing lists. This name will not be listed publicly.</i>	
FULL NAME	
JOB TITLE	
EMAIL ADDRESS	
PHONE NUMBER	

CLIENT(S)

Entrants are required to credit **at least one client company**. If there were two clients involved in your effort, credit the second client in the designated space below. Both clients will receive equal recognition in all publicity and in the **Effie Index** if your case is a finalist or winner

Please note that for publicity purposes, both the Brand Name (as entered when creating your entry) and the Client Company (listed below) are recognized. If your brand has an overarching parent company, please input the client company here (vs. the brand).

CLIENT #1 (REQUIRED)

COMPANY NAME
ADDRESS
COMPANY TYPE <i>Select one.</i>

Agency: Brand Identity
 Agency: Business-to-Business
 Agency: Data / Programmatic
 Agency: Design
 Agency: Digital / Interactive
 Agency: Direct Marketing
 Agency: Experiential / Event
 Agency: Full-Service / Creative
 Agency: Guerilla
 Agency: Health
 Agency: In-House
 Agency: Media
 Agency: Multicultural

Ad or Mar Tech
 Brand / Client
 Consultancy
 Educational Institution
 Media Owner
 Research Company
 Retailer
 Startup
 Other

	Agency: Performance Marketing Agency: Production Agency: Promotional Agency: Public Relations Agency: Shopper Marketing / Commerce Agency: Other
COMPANY SIZE Select one.	1-50 Employees / 51-200 Employees / 201-500 Employees / 500+ Employees
WEBSITE	
CLIENT NETWORK	
MAIN CONTACT This contact will be considered the main point of contact for the client. This contact will also be sent a congratulatory note if your entry is a finalist/winner, along with key information about celebrating your success. This name will not be listed publicly.	
FULL NAME	
JOB TITLE	
EMAIL ADDRESS	
PHONE NUMBER	
CEO / TOP RANKING EXECUTIVE CONTACT This contact may receive a congratulatory note if your entry is a finalist/winner but will not be added to our mailing lists. This name will not be listed publicly.	
FULL NAME	
JOB TITLE	
EMAIL ADDRESS	
PHONE NUMBER	

CLIENT #2 (OPTIONAL)

COMPANY NAME	
ADDRESS	
COMPANY TYPE Select one.	Agency: Brand Identity Agency: Business-to-Business Agency: Data / Programmatic Agency: Design Agency: Digital / Interactive Agency: Direct Marketing Agency: Experiential / Event Agency: Full-Service / Creative Agency: Guerilla Agency: Health Agency: In-House Agency: Media Agency: Multicultural Ad or Mar Tech Brand / Client Consultancy Educational Institution Media Owner Research Company Retailer Startup Other

	Agency: Performance Marketing Agency: Production Agency: Promotional Agency: Public Relations Agency: Shopper Marketing / Commerce Agency: Other
COMPANY SIZE Select one.	1-50 Employees / 51-200 Employees / 201-500 Employees / 500+ Employees
WEBSITE	
CLIENT NETWORK	
MAIN CONTACT This contact will be considered the main point of contact for the second client. This contact will also be sent a congratulatory note if your entry is a finalist/winner, along with key information about celebrating your success.	
FULL NAME	
JOB TITLE	
EMAIL ADDRESS	
PHONE NUMBER	
CEO / TOP RANKING EXECUTIVE CONTACT This contact may receive a congratulatory note if your entry is a finalist/winner but will not be added to our mailing lists.	
FULL NAME	
JOB TITLE	
EMAIL ADDRESS	
PHONE NUMBER	

CONTRIBUTING COMPANIES

Entrants are required to credit all key strategic partners on an effort. You may **list up to four contributing companies**.

Contributing Company Main Contacts will be contacted if your entry becomes a winner & will not be listed publicly.

CONTRIBUTING COMPANY #1 (OPTIONAL)

COMPANY NAME	
ADDRESS	
COMPANY TYPE Select one.	<div> Agency: Brand Identity Agency: Business-to-Business Agency: Data / Programmatic Agency: Design Agency: Digital / Interactive Agency: Direct Marketing </div> <div> Ad or Mar Tech Brand / Client Consultancy Educational Institution Media Owner Research Company </div>

	Agency: Experiential / Event Agency: Full-Service / Creative Agency: Guerilla Agency: Health Agency: In-House Agency: Media Agency: Multicultural Agency: Performance Marketing Agency: Production Agency: Promotional Agency: Public Relations Agency: Shopper Marketing / Commerce Agency: Other	Retailer Startup Other
COMPANY SIZE <i>Select one.</i>	1-50 Employees / 51-200 Employees / 201-500 Employees / 500+ Employees	
WEBSITE		
AGENCY NETWORK		
HOLDING COMPANY		
MAIN CONTACT		
This contact will be considered the main point of contact for the contributing company. This contact will also be sent a congratulatory note if your entry is a finalist/winner, along with key information about celebrating your success. This name will not be listed publicly.		
FULL NAME		
JOB TITLE		
EMAIL ADDRESS		
PHONE NUMBER		

CONTRIBUTING COMPANY #2 (OPTIONAL)

COMPANY NAME	
ADDRESS	
COMPANY TYPE <i>Select one.</i>	Agency: Brand Identity Agency: Business-to-Business Agency: Data / Programmatic Agency: Design Agency: Digital / Interactive Agency: Direct Marketing Agency: Experiential / Event Agency: Full-Service / Creative Agency: Guerilla Agency: Health Agency: In-House Agency: Media Agency: Multicultural Agency: Performance Marketing Agency: Production Agency: Promotional Agency: Public Relations Agency: Shopper Marketing / Commerce Ad or Mar Tech Brand / Client Consultancy Educational Institution Media Owner Research Company Retailer Startup Other

	Agency: Other
COMPANY SIZE <i>Select one.</i>	1-50 Employees / 51-200 Employees / 201-500 Employees / 500+ Employees
WEBSITE	
AGENCY NETWORK	
HOLDING COMPANY	
MAIN CONTACT <i>This contact will be considered the main point of contact for the contributing company. This contact will also be sent a congratulatory note if your entry is a finalist/winner, along with key information about celebrating your success. This name will not be listed publicly.</i>	
FULL NAME	
JOB TITLE	
EMAIL ADDRESS	
PHONE NUMBER	

CONTRIBUTING COMPANY #3 (OPTIONAL)

COMPANY NAME	
ADDRESS	
COMPANY TYPE <i>Select one.</i>	<div> Agency: Brand Identity Agency: Business-to-Business Agency: Data / Programmatic Agency: Design Agency: Digital / Interactive Agency: Direct Marketing Agency: Experiential / Event Agency: Full-Service / Creative Agency: Guerilla Agency: Health Agency: In-House Agency: Media Agency: Multicultural Agency: Performance Marketing Agency: Production Agency: Promotional Agency: Public Relations Agency: Shopper Marketing / Commerce Agency: Other </div> <div> Ad or Mar Tech Brand / Client Consultancy Educational Institution Media Owner Research Company Retailer Startup Other </div>
COMPANY SIZE <i>Select one.</i>	1-50 Employees / 51-200 Employees / 201-500 Employees / 500+ Employees
WEBSITE	
AGENCY NETWORK	

HOLDING COMPANY	
MAIN CONTACT	
<i>This contact will be considered the main point of contact for the contributing company. This contact will also be sent a congratulatory note if your entry is a finalist/winner, along with key information about celebrating your success. This name will not be listed publicly.</i>	
FULL NAME	
JOB TITLE	
EMAIL ADDRESS	
PHONE NUMBER	

CONTRIBUTING COMPANY #4 (OPTIONAL)

COMPANY NAME	
ADDRESS	
COMPANY TYPE	<i>Agency: Brand Identity</i> <i>Agency: Business-to-Business</i> <i>Agency: Data / Programmatic</i> <i>Agency: Design</i> <i>Agency: Digital / Interactive</i> <i>Agency: Direct Marketing</i> <i>Agency: Experiential / Event</i> <i>Agency: Full-Service / Creative</i> <i>Agency: Guerilla</i> <i>Agency: Health</i> <i>Agency: In-House</i> <i>Agency: Media</i> <i>Agency: Multicultural</i> <i>Agency: Performance Marketing</i> <i>Agency: Production</i> <i>Agency: Promotional</i> <i>Agency: Public Relations</i> <i>Agency: Shopper Marketing / Commerce</i> <i>Agency: Other</i>
<i>Select one.</i>	<i>Ad or Mar Tech</i> <i>Brand / Client</i> <i>Consultancy</i> <i>Educational Institution</i> <i>Media Owner</i> <i>Research Company</i> <i>Retailer</i> <i>Startup</i> <i>Other</i>
COMPANY SIZE	
<i>Select one.</i>	<i>1-50 Employees / 51-200 Employees / 201-500 Employees / 500+ Employees</i>
WEBSITE	
AGENCY NETWORK	
HOLDING COMPANY	
MAIN CONTACT	
<i>This contact will be considered the main point of contact for the contributing company. This contact will also be sent a congratulatory note if your entry is a finalist/winner, along with key information about celebrating your success. This name will not be listed publicly.</i>	
FULL NAME	
JOB TITLE	

EMAIL ADDRESS
PHONE NUMBER

INDIVIDUAL CREDITS

Each entry may credit up to ten primary individuals and thirty secondary individuals who contributed to the case. These individuals must be current or former team members of the credited companies.

Effie's policy is to honor those credited at the time of entry if the case is a finalist or winner. Therefore, you may not remove or replace individual credits after the entry has been submitted. Additions will only be accepted on a case-by-case basis and require an additional fee. No edits/additions will be accepted after 25 June 2024.

PRIMARY INDIVIDUAL CREDITS

Individuals appear in all places credits are published where space is limited, including the **Case Database**. Credits must be current or former team members of the credited companies. Maximum of 10 Primary Credits.

PRIMARY INDIVIDUAL CREDIT #1		PRIMARY INDIVIDUAL CREDIT #2	
Full Name		Full Name	
Job Title		Job Title	
Company		Company	
Email		Email	
PRIMARY INDIVIDUAL CREDIT #3		PRIMARY INDIVIDUAL CREDIT #4	
Full Name		Full Name	
Job Title		Job Title	
Company		Company	
Email		Email	
PRIMARY INDIVIDUAL CREDIT #5		PRIMARY INDIVIDUAL CREDIT #6	
Full Name		Full Name	
Job Title		Job Title	
Company		Company	
Email		Email	
PRIMARY INDIVIDUAL CREDIT #7		PRIMARY INDIVIDUAL CREDIT #8	
Full Name		Full Name	
Job Title		Job Title	
Company		Company	

Email		Email	
PRIMARY INDIVIDUAL CREDIT #9		PRIMARY INDIVIDUAL CREDIT #10	
Full Name		Full Name	
Job Title		Job Title	
Company		Company	
Email		Email	

SECONDARY INDIVIDUAL CREDITS

Individuals only appear on the [Case Database](#) and do not appear elsewhere. Credits must be current or former team members of the credited companies. Maximum of 30 Secondary Credits.

SECONDARY INDIVIDUAL CREDIT #1		SECONDARY INDIVIDUAL CREDIT #2		SECONDARY INDIVIDUAL CREDIT #3	
Full Name		Full Name		Full Name	
Job Title		Job Title		Job Title	
Company		Company		Company	
Email		Email		Email	
SECONDARY INDIVIDUAL CREDIT #4		SECONDARY INDIVIDUAL CREDIT #5		SECONDARY INDIVIDUAL CREDIT #6	
Full Name		Full Name		Full Name	
Job Title		Job Title		Job Title	
Company		Company		Company	
Email		Email		Email	
SECONDARY INDIVIDUAL CREDIT #7		SECONDARY INDIVIDUAL CREDIT #8		SECONDARY INDIVIDUAL CREDIT #9	
Full Name		Full Name		Full Name	
Job Title		Job Title		Job Title	
Company		Company		Company	
Email		Email		Email	
SECONDARY INDIVIDUAL CREDIT #10		SECONDARY INDIVIDUAL CREDIT #11		SECONDARY INDIVIDUAL CREDIT #12	
Full Name		Full Name		Full Name	
Job Title		Job Title		Job Title	
Company		Company		Company	
Email		Email		Email	
SECONDARY INDIVIDUAL CREDIT #13		SECONDARY INDIVIDUAL CREDIT #14		SECONDARY INDIVIDUAL CREDIT #15	

Full Name		Full Name		Full Name	
Job Title		Job Title		Job Title	
Company		Company		Company	
Email		Email		Email	
SECONDARY INDIVIDUAL CREDIT #16		SECONDARY INDIVIDUAL CREDIT #17		SECONDARY INDIVIDUAL CREDIT #18	
Full Name		Full Name		Full Name	
Job Title		Job Title		Job Title	
Company		Company		Company	
Email		Email		Email	
SECONDARY INDIVIDUAL CREDIT #19		SECONDARY INDIVIDUAL CREDIT #20		SECONDARY INDIVIDUAL CREDIT #21	
Full Name		Full Name		Full Name	
Job Title		Job Title		Job Title	
Company		Company		Company	
Email		Email		Email	
SECONDARY INDIVIDUAL CREDIT #22		SECONDARY INDIVIDUAL CREDIT #23		SECONDARY INDIVIDUAL CREDIT #24	
Full Name		Full Name		Full Name	
Job Title		Job Title		Job Title	
Company		Company		Company	
Email		Email		Email	
SECONDARY INDIVIDUAL CREDIT #25		SECONDARY INDIVIDUAL CREDIT #26		SECONDARY INDIVIDUAL CREDIT #27	
Full Name		Full Name		Full Name	
Job Title		Job Title		Job Title	
Company		Company		Company	
Email		Email		Email	
SECONDARY INDIVIDUAL CREDIT #28		SECONDARY INDIVIDUAL CREDIT #29		SECONDARY INDIVIDUAL CREDIT #30	
Full Name		Full Name		Full Name	
Job Title		Job Title		Job Title	
Company		Company		Company	
Email		Email		Email	

PUBLICITY MATERIALS

All materials provided in this section should be submitted with publication purposes in mind. Do not include any confidential information in the public case summary or statement of effectiveness.

90 WORD PUBLIC CASE SUMMARY

Provide a snapshot of the effectiveness of your case. The summary should be written as though it will be judged. Using at least three complete sentences, summarize the case and its goal. Indicate objectives and how the evidence of results directly relates to those objectives (concrete numbers or percentages vs. general terms like "record sales" or "big success"). Think of the case summary as a long tweet, mini-case, or an elevator speech.

The case summary will be published in the **Effie Winners Journal** and **Case Database**. It may also be used for promotional purposes and should not contain any confidential information.

(Maximum: 90 words)

Provide answer.

STATEMENT OF EFFECTIVENESS

Please provide a short statement on the effectiveness of your case.

The intention of this statement is to provide a better understanding of why your work was worthy of either finalist status or an award. It is an opportunity to showcase the success of your effort. You may choose to touch on your most important result, why the effort was effective or significant to the brand, the most important learning taken away from this case, or an interesting/fun fact about the work.

If your case is a winner, it may be shown on screen at the awards gala or in the promotion of your case if it is a finalist or winner.

Examples:

- Moved familiarity from 24% to 62% with the core gaming audience
- Earned over 600 million media impressions in just 8 weeks
- Brought new users into a declining category and increased social interactions.

(Maximum: 15 words)

Provide answer.

OTHER PUBLICITY MATERIALS CHECKLIST

The following materials will need to be uploaded to the entry portal.

☐ **PRIMARY PUBLICITY IMAGE**

*Upload one high-res image (.jpg/.jpeg) of your creative work that best represents the essence of your case. This is the image Effie will use for publicity purposes & printed in the **Effie Winners Journal**.*

☐ **COMPANY LOGOS**

Upload one logo for EACH of the credited lead agencies (1 required, 2 maximum) and the client companies (1 required, 2 maximum). You may either upload high-resolution .ai/.eps versions OR low resolution .jpg/.jpeg versions.

**Reminder: Creative Examples Provided for Judging will also be made public for all finalists & winners.
These details are outlined in Judging Materials section of this template.**

PERMISSIONS & AUTHORIZATION

Effie Worldwide is a 501(c)(3) non-profit educational organization that stands for effectiveness in marketing, spotlighting ideas that work and encouraging thoughtful dialogue about the drivers of marketing effectiveness. In order to help fulfill this mission and provide learning to the industry, Effie relies on entrants' willingness to share their finalist and winning case studies with the industry.

Please note: Publication permission settings only apply to the written case. Creative materials will be published if your effort is a finalist or winner. See the **entry kit** for full details.

PUBLICATION PERMISSION SETTINGS

To support Effie Worldwide's mission as a 501c3 non-profit organization, finalists & winners are featured as part of Effie's educational programs, including the Case Database. Select publication permission settings for your written entry (choose one) Review full details on Publication options & confidentiality in the [Entry Kit](#).

Publish My Written Case As It Was Submitted

Publish My Written Case As An Edited Version

Note: You may not redact entire results section.

☐ AUTHORIZATION & VERIFICATION FORM

Download this form in the Entry Portal after you have completed your Company & Individual Credits and Publication Permission setting.

Download & Sign the Authorization & Verification Form, confirming the accuracy of entry information and authorization submission. This form guarantees that the company and individual credits have been thoroughly reviewed by senior leadership to guarantee all integral strategic partners are credited properly for the Effie Index and awards recognition.

The Authorization & Verification form must be signed off by an agency or client executive in a departmental or account leadership position (e.g. Head of Account Planning, Head of Client Services, Group Account Director, etc.). This document must be carefully reviewed in its entirety and signed in the designated space at the end of the document.

A separate form must be uploaded for each entry.

Once signed, you will need to upload to the entry portal.

☐ COMPETITION TERMS & RULES

Agree to competition terms & rules.

6.5 REASONS FOR DISQUALIFICATION

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

- Failing to adhere to the Effie Eligibility rules.** Data presented must be isolated to the Republic of Ireland, and the Effie eligibility period is **01/01/23 - 30/04/23***. No results after 30/04/23 may be included. Data prior to the eligibility period may be included for context. *See **Eligibility** section for further details.
- Entry does not meet category definition requirements.** Entries are judged based on effectiveness within the entered category.
- Agency names/logos** published in the entry form or in the creative materials. Effie is an agency-blind competition; no agency names should be included in the materials that judges will review (entry form, investment overview, creative reel, creative images). **Do not include any agency names in your sources – this includes agency names other than your own.** The source of data should be referenced as “Agency Research,” “PR Agency Research,” “Media Agency Research,” etc.
- Data not sourced.** All data, claims, facts, etc. presented anywhere in the entry form must reference a specific, verifiable source. Sources must be as specific as possible in documenting all evidence, while not citing specific agency names. Provide source of data, type of research, and the time period covered. The Entry Portal is set up to encourage sourcing via footnotes. **Refer to the “sourcing data” page for more information.**
- Including screen grabs or other images of your creative elements in your written entry form.** Entrants may not include any images of creative work, screengrabs of social media or other websites, or any other pictorial elements in the written entry. Images of creative work must be provided as part of the Creative Examples for Judging. Charts/graphs are allowed to be included in the written case.
- Directing Judges to External Websites.** Entrants are judged solely on the materials presented in their written entry and creative examples (creative reel + images). Entrants are not permitted to direct judges to websites for further information or for further examples of work.
- Missing Translation.** All entries with non-English creative materials must include a translation page at the end of your entry form or via subtitles within the creative materials.
- Violating Creative Example (Reel, Images) Rules.** Entrants must follow all creative reel rules as outlined in the entry kit. This includes, but is not limited to: competitor logos/creative work and results may not be included in the creative examples; time limits must be followed. See full rules, including guidelines on editing and content, in the **Creative Requirements** section of the entry kit.

6.6 SOURCING DATA

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

In 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 affecting word limit restrictions.

1. When submitting your responses to questions 1-4, you must provide a source for all data and facts. At the end of a sentence that requires 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.

ADDITIONAL GUIDANCE

- Because of Effie's specific eligibility time period, entrants are required to **include the dates covered for all results data** presented in your case.
- Judges are not permitted to visit external websites.** If citing a website, please list out the website name, article name (if applicable), and any other relevant citation information, so that the judges know the source without clicking on the link.
- All data must be included in your response to questions 1-4. Entrants may not add additional information or explanation in the sourcing section. The sourcing sections may only be used to provide citation.
- Use the specific name of the company to reference a source except when the source is an agency** (ad, 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, **not limited to the entering agency**. For increased specificity, entrants are encouraged to list type of agency when applicable, such as: PR Agency Research, Media Agency Research, Third Party Agency Research, etc. As with all other sourcing, include any other relevant citation information (type of research/data, dates covered, etc.).
 - Research Companies should be cited by name.
- Judges encourage third-party data when available.
- The Effie Awards reserves the right to check all sources provided for accuracy.



effie reminder: When citing data, do not list any agency names. Data provided anywhere in the entry form must be sourced.

6.7 CREATIVE REEL

PURPOSE OF THE CREATIVE REEL: SHOWCASE EXAMPLES OF THE CREATIVE WORK THAT YOUR AUDIENCE EXPERIENCED.

While you are not required to upload a Creative Reel as part of your submission to Effie Awards Ireland, it does help to bring the idea to life for the judges.

Your creative work is scored as part of **Scoring Section 3: Bringing the Idea to Life**, which also includes your written response to Question 3 and the data presented in the Investment Overview. This section accounts for 23.3% of the total score.

CONTENT

- 👉 **At minimum, 70% of the reel must be examples of creative work the audience experienced.**
- 👉 **Label each creative example by type of media (TV spot, Radio spot, In-Store Redesign etc.).**
- 👉 **No results (of any kind) may be included.**
- 👉 **4-minute maximum**

The creative reel should showcase the creative that brought the big idea to life. **This is not a video of your written case.** It is a way to show the judges your creative work **as it ran in IRELAND**, and it must directly relate to your Strategic Objectives and Results outlined in the entry questions. This might include one or more of the following: communications, brand experience, packaging, a piece of technology, a product extension, a retail space (in store or stand-alone), a promotion or a media sponsorship or partnership. Whatever it was you created to solve the business problem you were facing.

The judges read your written case **before** watching the reel. They know your objectives, challenge, strategy, and results, so the focus of the reel should be on the work itself. You do not need to spend a lot of time on other elements that were already stated in your written case. The purpose of the video is to show how you brought the idea to life and for judges to experience your creative work as your audience. **You may not include results of any kind in your creative reel.**

You do not need to feature on the video all items selected in the touchpoints checklist, only those integral to the case's success that are mentioned 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, creative elements that are shown in the reel, but not outlined in the written case are cause for down scoring.

Do not include

- 👉 Results of any kind – including numbers of social media likes, followers, etc.
- 👉 Competitive work or logos
- 👉 Agency names, logos or images
- 👉 Any stock music/images that will cause confusion for judges with how your work ran in the marketplace
- 👉 Any work that you do not have the rights to (e.g. music/images that are not part of your creative work)
- 👉 Editing effects that cause confusion with how the work ran in the marketplace.
- 👉 Music over TV spots, videos, etc.
- 👉 Scrolling numbers of social media numbers are no longer allowed in the creative reel.

Must include

- 👉 At least one complete example of each of the integral touchpoints mentioned in the written case.
 - 👉 Any and all types of integral creative work (packaging, viral, print, radio, web, direct mail, OOH, retail space, etc.)
 - 👉 If time allows, additional examples of specific creative materials
- * You may edit down video clips longer than 60 seconds when it is necessary to do so in order to show other examples of your work. However, you should showcase as much of the example as you can to give judges a clear understanding of what your audience experienced.

Any video elements shorter than 90 seconds must be shown in full.

CONTENT CREATIVE REEL FOR SUSTAINED SUCCESS ENTRIES ONLY

- 👉 5-minute maximum.
- 👉 Feature work that ran in the **initial year (2021)**, **at least 1 interim year**, and the **most recent year (2023)** of the case.
- 👉 Clearly mark the **year the work ran in the marketplace before (or as) the work is shown on the reel**.

CLOSURE STATEMENTS

You may only include a general statement, with no numbers included, to provide closure to the reel if you feel it is necessary. Judges are advised that results in the video are a reason for disqualifications. It is best not to include any reference to results so judges can remain focused on the merits of your case rather than potential disqualifiers. Please review the following examples of acceptable and unacceptable 'closure' statements and other key rules to keep in mind when creating your reel.



"Sales skyrocketed and the brand was doing better than ever."



"Sales increased by 20%."



"The brand had one of the best years yet."



"We received over 10,000 likes in just 3 weeks."



"We became #1 in our category."

EDITING FEATURES

You can use editing features such as voiceover, text, etc., to better explain the work shown. When presenting your video, you may only use editing effects when it will not interfere with the judges' ability to discern how the work ran in the marketplace. For example, 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 you have the rights to behind your print ads as they scroll by, since it will be clear that the print did not air in the marketplace with music.

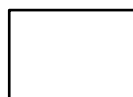
If you are including non-English work, you must include translations either as subtitles or as an added page to your written entry form.

GUIDELINES

- 👉 Do not include any agency names in the file name.
- 👉 Add subtitles or include written translation (via translation text box in the Entry Portal) for all non-English creative materials.
- 👉 Bear in mind that judges will see your .mp4 uploaded file on a laptop in Round One and on a central screen of at least 50" x 30" in the Final Round.

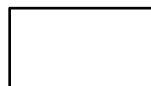
TECHNICAL SPECS

- 👉 1 creative reel file per entry
- 👉 4-minute maximum (or up to 5 minutes in length for **Sustained Success** cases). Review the Sustained Success creative reel requirements on top of this page for additional requirements.
- 👉 250 MB maximum file size
- 👉 .mp4 format
- 👉 Resolution



640 x 480

4:3



1280x 720

16:9



640 x 480

Letterbox

6.8 CREATIVE IMAGES

IMAGES OF THE CREATIVE WORK FOR JUDGES (2 required, 6 max.)

After the judges read your case and watch the creative reel, (if you have submitted one), they review images of your creative work. Images uploaded should help the judges better evaluate creative elements that your audience experienced. This is particularly important when you have no creative reel.









It can be helpful to provide images of work best seen as a still image (e.g. website, print ad, product packaging, in-store experience, direct mail piece, etc.). Or, you may wish to upload work that you want judges to get 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 creative elements you wish to highlight
- 👉 Upload 2-6 (2 required, 6 max.) examples of the creative work.
- 👉 **Technical Requirements:** .jpg format, high-res. 15 MB max.
 - Do not include agency names or logos on any creative materials submitted for judging.

One of the top complaints from previous judges was that entrants were not maximising the opportunity to showcase the work in these images. Think carefully about the selection of images you wish to present to judges.

6.9 PUBLICITY MATERIALS

IMAGES FOR PUBLICITY

-  **Primary Publicity Image.** This should be an image of the creative 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. This includes usage in print and digital editions of the Effie Awards Journal, press/publicity materials, etc. This image may also be used in the Case Study Database. Because the case image will be printed, please upload high-res images.
 -  **Technical Requirements:** .jpg, high-res for printing, CMYK format, 100% of size. 15 MB max.
-  **Company Logos.** Company logos are required for all lead agencies and clients credited on the case.
 -  **Technical Requirements:** .eps or .ai format. 2 logos required. 3-4 logos if an additional lead agency or second client is credited.
-  **Team Photos.** Upload team photos of the lead agency and client team. You may upload a maximum of one photo per lead agency and client. You may only submit a third or fourth team photo only if you have a second lead agency or client. These images will be shown on screen at the Awards Gala and online by Effie Worldwide to promote your win. If you are unable to assemble your team for a team photo at time of entry, you will be able to provide an image once you learn your case is a winner. See past winning team photos [here](#).
 -  **Technical Requirements:** 300 dpi .jpg or .jpeg, 1000 pixels minimum wide or tall. 15 MB max.
 -  If you do not have a team photo to submit at time of entry, please make a note to yourself to submit a team photo by **September 2024** if your submission is shortlisted. You are not required to upload an image at time of entry.
-  **Creative Examples from Judging.** The Creative Work provided for judging (Creative Reel, Images of Creative) will also be used for publicity purposes.

6.9.1 CREDITS FOR PUBLICITY

Effie recognises the effective teamwork needed to create an effective case. You are required to credit all creative and strategic partners who contributed to the effort. Think carefully about your partners – clients; agencies of all types including full service, media, digital, promo, PR, events, media owners; etc. It is critical for your team to thoroughly review the credits before submitting.

COMPANY CREDITS

Space has been provided in the Entry Portal to credit a maximum of two lead agencies (1 required), two clients (1 required), and four contributing agencies (none required).

- You may credit a second Lead Agency and they will be given equal recognition by Effie Worldwide. 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.** It is recommended that Creative and Media agencies collaborate on entries equally and credit one another as co-agencies where possible.
- If you are an advertiser submitting in-house work, please list your company as both the Lead Agency & Client. You may also credit any contributing companies who assisted with the effort.
- Please confirm the spelling and formatting of other company names to ensure they will receive proper credit in the Effie Index and in all forms of publicity if your effort is a finalist or winner.

INDIVIDUAL CREDITS

Primary Individual Credits (10 max.): Entrants may credit up to ten individuals from any of the credited companies who were integral to the success of the case. Individuals will be listed in the Effie Awards Index and the Case Study Database.

Secondary Individual Credits (10 max.): Entrants may credit up to ten additional individuals from any of the credited companies and these individuals will receive recognition in the **Case Study Database**. Due to space restrictions, they will not appear in the Effie Awards Index.

CREDIT AMENDMENT POLICY

- **Effie's policy is that those recognised on the work at time of entry deserve recognition at time of win. At no time will Effie permit individual or company credits to be removed or replaced.**
- **Client & Lead Agency** credits are final at the time of entry and cannot be removed or added after the entry is submitted.
- Credits must be thoroughly reviewed at time of entry by senior account leadership. All credits must be signed off by senior leadership on the "Authorisation & Verification Form," downloaded in the Entry Portal after credits have been added to the entry.
- Additional contributing company credits and individual credits can be added after time of entry only if the entry did not already credit the maximum number of contributing companies and individuals permitted. Credit additions and amendments require a **€200.00 fee** per change and are not guaranteed. **No credit edits/additions are permitted after 1st Sep 2024.**
- All credit requests will be reviewed and accepted at the discretion of Effie Ireland and are not guaranteed.

6.10 ENTRY CONTACTS

Effie collects contact information at each credited company. All contacts, except the CEO/Top Marketing Executive Contacts, may be added to Effie's mailing lists, which can be unsubscribed from at any time. Contacts may be considered for an Effie jury. Individuals may be contacted about the submission at any time – the below explanations are examples of the most common reasons for contacting an individual; however, this is not an exclusive list. These contacts will not be listed publicly. Only those listed in the Individual Credits will be public if the case is a finalist or winner.

ENTRANT

The Entrant Contact is the person whose account the entry is submitted under. The entrant contact is the primary contact for all entry notifications: submission confirmation, payment, revision requests/DQ issues, finalist & winner notifications, insight guides, etc. If you need to transfer an entry to a different person, please email katherine@iapi.com.

LEAD AGENCY

LEAD AGENCY MAIN CONTACT

This contact will be sent a congratulatory note, along with key information about celebrating their success, if the case is a winner. This is a secondary contact on the entry - if Effie cannot reach the entrant, Effie will reach out to this contact.

LEAD AGENCY PUBLIC RELATIONS CONTACT

This contact will be sent a congratulatory note, along with key information about celebrating their success, if the case is a winner. They may also be contacted regarding any PR/publicity opportunities for the agency or if Effie cannot reach the Entrant/Lead Agency Main Contact.

LEAD AGENCY CEO

This contact will be sent a congratulatory note if the case is a winner.

CLIENT COMPANY

CLIENT MAIN CONTACT

This contact will be sent a congratulatory note, along with key information about celebrating their success, if the case is a winner. Effie may also reach out to this contact if there are any questions regarding their company, the provided credits, or other entry issues that require client involvement. If Effie cannot reach the entrant or Lead Agency contacts, Effie may reach out to this person.

CLIENT CEO/TOP MARKETING EXECUTIVE

This contact will be sent a congratulatory note if the case is a winner.

GUIDELINES CONTRIBUTING COMPANY CONTACTS

CONTRIBUTING COMPANY MAIN CONTACT

This contact will be sent a congratulatory note, along with key information on celebrating their success, if the case is a winner. Effie may also reach out to this contact if there are any questions regarding their company.

6.11 THE EFFIE INDEX

THE EFFIE INDEX

The Effie Index (effieindex.com), the global ranking of marketing effectiveness, uses the credits submitted at time of entry to tabulate the yearly rankings. Rankings include: Marketers, Brand, Agency, Independent Agency, Network and Holding Company. Below is some guidance on how the credits lead into the rankings.

- If your case becomes a 2024 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.
- We request that all entrants communicate with their own corporate/communications office and the offices of their credited partner companies and/or PR departments to ensure all client and agency company names are credited correctly. This information should be communicated to contributing companies as well.

AGENCY RANKINGS

- Agency office rankings are compiled using the Agency Name, city and state as listed on the Credits Tab of the Entry Portal. Whether or not the city/state is included in the "Agency Name" field, the Index rankings will be based off of the location of the office using the city/state fields. Effie encourages consistency year-to-year.
- Be sure to guide all teams entering in the competition within your office to list the company name in a consistent manner – this includes consistent capitalisation, spacing, punctuation, abbreviations, etc. This will ensure all finalist/winning cases from your office location can easily be tabulated together.

GUIDELINES AGENCY NETWORK & HOLDING COMPANY RANKINGS

- Agency networks and holding companies are selected via a drop down in the Entry Portal.
 - The way the agency name is entered in that field does not affect the Agency Network or Holding Company rankings, though it will be reviewed for accuracy.
- **The Effie Index is not cumulative and is calculated each year anew.**
 - **The Effie Index is published by Effie Worldwide.**
 - **Points are awarded as per the below listing.**

Primary agencies, marketers and brands receive:

Grand Effie Winner/Platinum Winner	48 Points
Gold Effie Winner	24 Points
Silver Effie Winner	12 Points
Bronze Effie Winner	6 Points
Effie Finalist	2 Points

Contributing agencies receive:

Grand Effie Winner/Platinum Winner	24 Points
Gold Effie Winner	12 Points
Silver Effie Winner	6 Points
Bronze Effie Winner	3 Points
Effie Finalist	1 Point

6.12 SUBMISSION CHECKLIST

Entries are submitted online in Effie Awards Ireland Online Entry Portal. There is no need to submit hard copy entry materials at time of entry.

Below is an easy-to-follow entry checklist.

List of assets required to submit your entry online:

- ☐ **Written case study:** The written case study includes all questions outlined in the Entry Form, namely the **Entry Details, Executive Summary, Scoring Sections 1-4 & Investment Overview**. These sections will be used for judging.
- ☐ **Creative assets:** Comprising the Creative Reel (not obligatory) & Creative Images (obligatory - between 2 and 6). The creative assets will also be reviewed by judges. Review creative asset requirements in the online [Entry Portal](#) & on pages 12-14 of this document.
- ☐ **Additional information and assets:** In addition to the materials reviewed by judges above, entrants are required to provide additional information in the Entry Portal before they can submit. The additional information & assets collected can be found under the following tabs in the online Entry Portal. These materials help us to fulfill our educational mission and promote finalists/winners – thank you for your support.
 - **Company & Individual Credits tab:**
 - Lead agency/client/contributing companies information (up to 8 companies can be credited)
 - Individual credits (up to 20 individuals can be credited)
 - **Publicity Materials tab:**
 - Public case summary & statement of effectiveness
 - Publicity image
 - Company logos (all lead agencies/clients)
 - Team photos
 - **Effie Case Database Info tab:**
 - Case background
 - Creative background
 - **Permission, Authorisation & Verification tab:**
 - Indicate publication permissions
 - Generate, sign and upload a signed Authorisation Form
 - Agree to Competition Rules

*Once you have entered all the information in the online entry portal and you are ready to submit you will need to go to **Download & Confirm Entry for Judging** tab and action this step first, then **SUBMIT** your entry and proceed to payment step.*

We recommend entrants register in the [Entry Portal](#) FIRST to understand how all the information listed above fits as part of your submission.

PLEASE DO NOT LEAVE IT TOO LATE TO GATHER THE INFORMATION REQUIRED as it is not possible to complete your submission without ALL of the above information being submitted.

The Effie Awards Ireland entry portal will be open for entries from 3rd April 2024.

7 PUBLICATION & CONFIDENTIALITY

7.1 PUBLICATION

Effie Worldwide is a 501(c)(3) non-profit organisation that stands for effectiveness in marketing communications, spotlighting marketing ideas that work and encouraging thoughtful dialogue about the drivers of marketing effectiveness. In order to help fulfill this mission and provide learning to the industry, Effie relies on entrants' willingness to share their finalist and winning case studies with the industry.

By providing permission to publish your written case, you are:

1. **Bettering the industry.**
By allowing other marketers to learn from your success, you are inspiring the industry to raise the bar and make their marketing better.
2. **Bettering the future leaders of our industry.**
Colleges and universities use Effie case studies in their courses, and Collegiate Effie participants learn how to write their own effective submissions by learning from yours.
3. **Showcasing your team's success in achieving one of the top marketing honors of the year.**
Effie wins help attract new talent, prove the importance of marketing in business, and strengthen agency-client relationships.



The Effie Awards entry and judging process is designed to help all entrants present their work effectively, while ensuring the confidentiality of classified information.

To help alleviate confidentiality concerns, the following pages outline Effie's policies on confidentiality and the publication of submissions. Entrants are encouraged to reach out to Effie Awards Ireland with any questions or concerns regarding our confidentiality policies.

The Effie Awards competition offers finalists and winners the opportunity to have written cases published in the Effie Case Database, in turn helping inspire the industry and do their part to Make Marketing Better. The written case and creative reel will be featured on the Effie Worldwide website and/or on Effie partner websites or publications.

We respect that entries may have information deemed confidential. Within the Entry Portal, entrants are asked to set publishing permission for the written entry.

Entrants may select from the following options:

-  **PUBLISH AS THE CASE WAS SUBMITTED**
You agree that the written entry form may be published as it was submitted and reproduced or displayed for educational purposes.
-  **PUBLISH AN EDITED VERSION OF THE WRITTEN CASE**
You agree to submit an edited version of your case study for publication which will be reproduced or displayed for educational purposes. You may redact any confidential information; however, you may not redact the entire results section.

The written case is the only portion of the entry that should contain confidential information. For that reason, the written case is the only portion of the entry that is included in the above publication permission policy. The creative work (reel, images), public case summary, and statement of effectiveness should not include confidential information and will be showcased in various ways if your entry becomes a finalist or winner.

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

7.2 CONFIDENTIALITY CONCERNS

GUIDELINES ADDRESSING CONFIDENTIALITY CONCERNS

JUDGING

Judging events are held in secure locations led by Effie moderators. Judges are required to sign confidentiality agreements before judging begins. Judges cannot remove materials from the judging session and are individually matched with entries and categories that do not pose a conflict of interest. For example, a judge from the Beverages industry will not judge the Beverages category.

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 material (creative reel, images, publicity materials) and case summary you submit into the competition become the property of Effie Worldwide and the Effie Awards and will not be returned. By entering your work in the competition, the Effie Awards/Effie Worldwide 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, case summaries, and the statement of effectiveness may be featured in the **Effie Awards Index**, **Effie Worldwide's website**, partner websites, press releases/newsletters, programming/conferences and the Effie Awards Gala. **Because materials for publicity & creative work will be published for all finalists & winners, no confidential information should be included in these elements.**

In regards to confidentiality concerns in the Creative Reel:

Per entry rules, results (of any kind) may not be included in the creative reel.

- Entrants are only required to showcase examples of the integral creative work that ran in the marketplace. Confidential information should not be featured in the creative reel.

Entrants must have the rights to show all elements presented in the creative reel. Because Effie is a 501(c)(3) non-profit organisation with the mission of providing learning to the industry, **Effie has not encountered issues with talent featured in the creative that ran in the marketplace.** The focus of the reel should be on this creative work – entrants should obtain the rights to feature any supplemental elements (music that did not run with the creative in-market, added stock imagery not used in-market, etc.). In extraordinary circumstances, Effie will review requests to submit an edited reel for publication. Such requests should be submitted if the case becomes a finalist, as non-finalist creative reels are only seen by judges and will not be published.

ADDITIONAL POINTS

This year's eligibility time period is 1st January 2023 – 30th April 2024 and the awards will be presented in October 2024. For some companies, this delay may alleviate some concerns regarding sensitive data.

Companies across the full spectrum – from large to small and across all industry sectors enter the Effie Awards. The Effie Award's confidentiality policy, the ability to index data, the ability to set publication permissions, etc. are all established to ensure that any company can enter their effective work without hesitation. We recommend nominating your client and agency team members for judging. Participating as a judge is one of the most valuable ways to learn about the award, understand how judging works, and experience our security and confidentiality rules firsthand. To nominate a judge, please email katherine@iapi.com

Effie Board, Executive Staff, and Committee members are senior, well-respected professionals in the industry on both the client and agency side. If you are interested, we would be happy to set up a time for them to talk to you about confidentiality during judging; how to involve key team members in the judging process; and how you can submit indexed data. If you would like to have a further discussion about confidentiality, please email charley@iapi.com.

8 JUDGING

8.1 SCORING

Your entry will be judged by some of the brightest and most experienced business leaders from Ireland & Europe. We draw on their experience to not only judge the work of their peers but to highlight learning for the industry overall. Entries are judged in two phases. In both rounds, judges evaluate the written case and creative executions. Scoring is done anonymously and confidentially. Judges provide feedback on each case.

The judges' scores determine which entries will be finalists and which finalists are awarded a gold, silver, or bronze Effie trophy. The finalist level and each winning level – gold, silver, bronze – have minimum scores required in order to be eligible for finalist status or for an award. Effie trophies are awarded in each category at the discretion of the judges. It is possible that a category may produce one or multiple winners of any level or perhaps no winners at all – no matter the number of finalists.

SCORING SYSTEM

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.

The breakdown is as follows:

Challenge, Context & Objectives	23.3%
Insights, Strategy & Strategic Idea	23.3%
Bringing the Idea to Life	23.3%
Results	30%

Jurors are specifically matched with cases that do not prove a conflict of interest. For example, a judge with an automotive background would not review automotive cases. For this reason, it is critical that entrants **provide market and category context** in their entries. Give judges a clear understanding of the category situation and explain what your KPIs mean in the context of your category.

ROUND ONE

Round One Judges **individually review a maximum of 10-12 cases across a range of categories**. Each jury member reviews a unique set of cases across multiple categories. Due to the volume of entries reviewed by each judge, **brevity is encouraged**. Cases are discussed by each Jury group before individuals score against the criteria. Those that score high enough are shortlisted to become finalists and move on to Final Round (Round 2) Judging.

FINAL ROUND (Round 2)

Round Two Judges **individually review a maximum of 8-10 cases across a range of categories** and like Round One, all elements of each case are reviewed and scored. Final Round judges again discuss the finalists in their group before finalising their scores.

THE GRAND EFFIE

The highest-scoring Gold Effie winners are eligible for the Grand Effie Award. The Grand Effie represents the single best case entered in a given year. As the Grand Jury is so senior and they express their collective opinion, the winning case represents both the most effective case of the year and a message that will be sent to the industry about lessons for the way forward. Only a select number of the highest-scoring Gold winning cases are considered contenders for the Grand Effie award.

- **Note: Because of the unique time period of the Sustained Success category, Sustained Success cases are not eligible for the Grand Effie Award.**

9 CATEGORIES

9.1 STRUCTURE

Your effort can span beyond marketing communications and into wider marketing – e.g. product design, packaging, pricing, place, positioning – or any combination of these. Our category structure will accommodate all of these.

CATEGORY LIMIT

To honour even more great work, efforts can be entered into a maximum of four categories. Of those four categories, only one category submission may be a industry category. You are not required to enter a industry category, however you must adhere to a maximum 4 category rule per effort.

- Each entry should be customised to speak to the specifics of each entered category whenever applicable. Judges are often frustrated & 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.
- Effie Awards Ireland reserves the right to re-categorise entries, split/redefine categories and/or refuse entry at any time. Test market entries are not eligible for the Effie Awards Republic of Ireland competition.

INDUSTRY CATEGORIES

There are several product and service categories to choose from. You may only enter one industry category per effort.

NOTE: Purpose-led campaigns are **not eligible** for entry into any of the Industry Categories – there is a specific **POSITIVE CHANGE: FOR-PROFIT BRANDS** specialist category designed for purpose-driven brand campaigns.

SPECIALIST CATEGORIES

Specialist categories are designed to address a specific business situation or challenge. When entering into these categories, you should present your entry in a way that addresses the situation or challenge as outlined in the category definition. It is critical to thoroughly review these category definitions to ensure your effort meets the criteria of the specific category definition. Judges will down score your entry if you are missing information required by the category definition.

POSITIVE CHANGE - FOR-PROFIT BRAND CATEGORY

There is one Positive Change category to choose from, and the entrant can **ONLY** be a for-profit brand organisation. The key is that the effort being entered has to be focused on environmental or wider social-good outcomes.

9.2 CATEGORY FAQs

- What category should I enter?**
Review category definitions and past winners in the **Case Study Database**. If you are unsure if your case falls under the definition of a certain category, or you aren't sure which category it should be entered in, please write a brief synopsis of the case, any questions you have along with a list of categories you are thinking of entering your effort into and email them to katherine@iapi.com for additional guidance.
- Can I enter one case into multiple categories?**
Yes. **You may enter an effort into four categories maximum. Of those four categories, only one category submission may be a industry category. You are not required to enter a industry category, however you must adhere to a maximum 4 category rule per effort.** You will need to submit a separate entry and pay a separate entry fee for each category submission for an entry.

Each entry should be customised to speak to the specifics of each entered category. Judges frequently express frustration when an entry clearly wasn't tailored for the category they are reviewing.
- What category gets the least number of entries?**
Effie does not reveal entry numbers. The number of entries in a category does not significantly affect your chances of winning an award. If a category has more qualifying entries than we can advance in a given year, we will look into ways of splitting a category in order to honour more great work.
- Do I need to use a special entry form for my category?**
Yes, there are 2 different entry forms in the Online Entry System for the 2024 Effie Awards Ireland Competition, one for Sustained Success and one for all the other categories – the Standard Entry Form.

9.3 CATEGORY LIST

The 2024 Effie Awards Ireland Competition has a total of 21 categories you can enter:

Industry Categories

1. FMCG, Petcare, Homeware, Household, & Consumer Electronics
2. Healthcare & Beauty: Pharma, OTC, Beauty, Toiletries, Nutrition
3. Finance & Insurance Services
4. IT, Telecoms & Utilities
5. Leisure: Entertainment, Media, Sport, Travel & Tourism, Arts & Culture, Hospitality, Health & Wellness, Gaming
6. Automotive & Transportation
7. Retail & Fashion: Bricks or Clicks or both
8. Alcoholic Beverages & Non-Alcoholic Product Variants
9. Public Service & Government
10. Direct to Consumer Services: Personal services, usually technology driven platforms. e.g. Deliveroo, Justeat, Buymie, Hellofresh and Yaundry that act as intermediaries servicing the needs of consumers and households across a range of sectors.
11. Non-Profit - ONLY for not-for-profit organisations of all types including charitable, social, civic, advocacy, special interest etc.

Specialist Categories (Definitions overleaf)

12. Small Budget – less than €50k
13. Positive Change – LIMITED to For-Profit Brands
14. Business to Business
15. Domestic Brands - Irish based goods or services
16. New Product or Service / Renaissance
17. PR and/or Brand Experience
18. Media Idea or Innovation
19. Media Content & Partnership
20. Sponsorship
21. Sustained Effectiveness

10.1 CATEGORY DEFINITIONS

The **Industry Categories** are self-explanatory, however if you are unsure which category your product/service or brand fits into, please email katherine@iapi.com

The **Specialist Categories** are defined as follows:

Small Budgets

Cases eligible for this category must represent the only communications efforts for this brand during the qualifying time period. To be eligible, an entry may not be for a line extension, a sub brand, or have an overarching brand campaign to support it. Value of donated and non-traditional media as well as activation costs must be included. This category is all about what you were able to achieve with a small media budget, rather than small production and creative budget. TOTAL BUDGET eligible is less than €50k.

Positive Change – LIMITED to For-Profit Brands

This category is open to Brand organisation as long as the effort is focused on improving society or the environment for altruistic purposes.

Non-Profit organisations are **not eligible** for this category and should enter the Not-For-Profit Industry category instead. Any and all marketing efforts, whether full campaigns or unique efforts within a campaign are eligible to enter as long as measurable results exist.

This award celebrates brands that are making the world a better place by using the power of their platforms for “good.” Winners will be those efforts that most effectively combined business goals with a social or environmental cause and successfully related that cause back to the company's overall brand strategy, resulting in positive business and social impact.

- Marketing efforts undertaken by for-profit entities that focused on social causes (health, education, community, family, etc.) are eligible.
- When entering, entrants must provide information on the intent-to-do-good goals and business goals for the effort and the results achieved for both.
- How the Social Good initiative related back to the overall brand strategy. Why was this initiative selected and why was it the right fit for the brand?

New Product or Service / Renaissance

Any marketing effort used to introduce a new product or service. Your entry must be written to address how your product and 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? Write the entry to address the category situation (new product/service introductions) similar to what you would do when writing your entry to address a category situation like small budgets, etc.

For renaissance or re-birth campaigns, your brand must have experienced a downturn of several years (at least two+ years), and a period of at least six months of upturn sales. Entrants must detail the business challenge, the situation of the category, the competitive landscape and how the effort succeeded. *NOTE: For re-birth or renaissance campaigns: The entry must address the previous marketing investment and strategy as part of the context.*

NOTE: Line extensions DO NOT QUALIFY for submission in this category. Effie defines line extension as: Any variation of an existing product that shares the same brand name and is in the same category as the existing product and shares the same characteristics as the parent but offers new benefit (flavour, size, package, type, etc.). Products that bear the same brand name and offer the consumer varied options (e.g. Diet version of drink).

Media Innovation or Idea

This is about outstanding effectiveness as a result of media-led idea or a media channel/s innovation.

Media Idea: The award honours media-led ideas that drives effectiveness that has been the direct result of the use of media. An idea for creating and distributing content that is central to the campaign story. It could involve anything from a specific advertising campaign or marketing strategy to a new format for a TV show or poster.

Media Innovation: This award also showcases the use of a new channel or a channel or combination of channels used in an entirely new way that changes the way a particular media channel is consumed, or creates a new channel. This can be as part of the idea or a stand alone innovation that supports a broader idea. Whether the effort was one execution or multiple, and/or used one engagement channel or multiple – the work must represent new and creative usage of the media channels.

Media Content & Partnership

This category is for efforts that effectively reached their audience through the creation of original branded content or through a media partnership, that is not traditional 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 Media Partners or independently and can include longform entertainment. Judges will expect to understand why branded content was chosen as a tactic.

This category is also for cases that effectively leverage a **media partnership** to the benefit of their brand KPIs or sales. The objectives and intent of the partnership needs to be clearly defined. Beyond just media spend and reach, how did the strategy help the effectiveness of the partnership?

Domestic Brands (Irish based goods or services)

Product or service marketing efforts that are designed to market Irish businesses to international and/or domestic audiences.

PR and/or Brand Experience

This category is to showcase communications that are both earned and paid for in the PR and/or brand experience sector. This includes all manner of PR communications and brand experiences that truly brought a brand or product to life and interacted with a specific audience to achieve desired objectives.

Sponsorship

This category is for cases that effectively leverage a sponsorship partnership to the benefit of their brand KPIs or sales. The objectives and intent of the sponsorship needs to be clearly defined. The fit between the partner and the brand should be clearly explained as it relates to the brand's purpose, values and audience(s). How was this partnership unique? How did the sponsorship amplify the brands' core values? Beyond just media spend and reach, how did the strategy help the effectiveness of the sponsorship?

Sustained Effectiveness*

Product or service marketing efforts experienced sustained success for 3 or more years are eligible for entry.

- At a minimum, the case must date back to 31st December 2020 and you must include 2023 results.
- Entries must have a common objective in both strategy and creative executions; with a continuation of core executional elements (e.g. spokesperson, song, theme, tagline, etc.) that demonstrates effectiveness over time.
- To enter you must be able to provide data about the case in at least it's first year 2021, it's interim year 2022 and the most recent year, 2023. The recent year's results must be included (1st Jan 2023 – 31st Dec 2023).
- The Sustained Success can extend further back than 2020 or include some results from 2024 as well but at a minimum must cover the three year's mentioned above.

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

11 GLOBAL & EUROPE BEST OF THE BEST - ELIGIBILITY

To enter the **GLOBAL or EUROPE Effie Awards Best of the Best** track, your case must have won a Gold or Grand Effie Award in the previous year in any Effie Awards. Both national & regional programs are eligible.

The 2024 Irish Gold or Grand Effie Award winners will be eligible to enter the 2025 Global and/or Europe Best of the Best Awards.

Gold Effie Winners will transfer their winning case to the provided template, in English. While the Best of the Best form requires entrants to submit some additional information on your local market, you may not update your case, including results, in any way. Entrants are required to provide a copy of their original submission.

Entrants will select one of the Best of the Best sub-categories. Cases should be entered into the same category they originally won in. If the originally-entered category is not available, entrants may choose a new category from the provided list.

[entry basics](#) / [entry form & reqs.](#) / [publication & confidentiality](#) / [judging](#) / [categories](#) / [global best of the best](#) / [contact](#)

12 CONTACT

12.1 EFFIE AWARDS IRELAND

[Our website](#) contains all important information and a number of resources to guide you through the entry process.



In addition to the above mentioned resource materials, you will find Word-document templates of entry forms on our website. These will enable you to easily collaborate with various team members as you work on your entry.

However, if you have any questions related to the Effie Awards Ireland Competition, please contact:

katherine@iapi.com / +353 1 676 5991

12.2 EFFIE WORLDWIDE

Case Study Database & Subscriptions

subscriptions@effie.org / +1 212-849-2756

Effie Index

Alison Womack

Chief Operating Officer

alison@effie.org or index@effie.org

International Programmes

[Click here to see a full list of international programmes](#) and contact information for each.