

# TIPS

## One page Effie case

Invest time in crafting your case: Begin with a concise summary—a one-page Effie case. What's your storyline? Every story has multiple facets, but what's the core? Capture it all under a catchy title. Draft and redraft. Seek feedback from colleagues. Does it persuade?

Often, different people contribute to the case—media agencies, creatives, marketers. And that's where things can go wrong. The narrative lacks consistency. If you're overseeing the Effie case, be ruthlessly critical of third-party contributions. Avoid compromise.

## Jury Members Are Human Too

Put yourself in the shoes of the jury—the readers. As a jury member, you often read numerous cases. When writing your case, consider your audience. The jury members might not be familiar with your market. Help them swiftly grasp the essence—from 0 to 100.

Avoid Incomprehensible Jargon: Jargon creates irritation and doubt. Feel free to address the jury directly. For instance, "As a jury member, you might wonder if a 3% increase is significant. Well, it's good to know that..."

## Strategic Discovery

Ensure the jury understands how this exceptional result was achieved—create a sort of "Aha!" moment. Give the jury a story they can explain to themselves and others, highlighting the cleverness of the campaign. In other words, a strong, unique strategic discovery—one they'd love to have thought of themselves. But beware of name-dropping and unnecessary complexity. Be clear and relevant. A profound understanding of the target audience or a breakthrough in thinking can be highly persuasive.

## Hold Nothing Back

Be thorough. Remember, there are smart people on the jury. If something crucial is missing from the case, consider it forgotten. Omissions create doubt. Don't skip mentioning that a new product was introduced during that period or that a competitor went bankrupt. Share what's important. Do it directly. You won't get a chance to add it later. Objectives and results alone don't tell the whole story. The jury needs context. Clearly explain why the objectives were ambitious. Show relevant history. Convince the jury that your activities played a decisive role.

## Fresh perspective

When the deadline looms, take a moment to have someone completely unfamiliar with the project read your entire case. Find that critical colleague you'd rather avoid. Be vulnerable. After two weeks immersed in the case, blind spots emerge. An outsider will immediately spot missing parts of the story. Please make that effort.

*And remember:* You can never lose. The most valuable aspect of writing an Effie case is the process. Collaborating with your marketing team and agency on a case leads to meaningful discussions about effectiveness. You will find that after writing an Effie case together, you will collectively arrive at better briefings and campaigns.

**Success is guaranteed. I wish you the best of luck!**

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