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ENTRY DEADLINES & FEES

- Submit and pay for your entry by our Early Bird deadline of **23rd April 2021** and pay **€350*** per entry.
- Submit and pay for your entry by our 2nd deadline of **21st May 2021** and pay **€425*** per entry.
- Final deadline for submissions is **18th June 2021**, and you pay **€500*** per entry.

*IAPI Member Agency Fees

Date	Key Timeline Event	IAPI Member Fee	Non-IAPI Member Fee
1st March	Effie Awards Ireland Open for Entries		
23rd April	1 st Entry Deadline – Early Bird Price	€350	€500
21st May	2 nd Entry Deadline	€425	€625
18th June	3 rd Entry Deadline – Full Price	€500	€750

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 **18th June 2021**. 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 18th June 2021 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.

competition dates

March 2021 – June 2021
July 2021 / August 2021
23rd September 2021

event

Competition open for entries (Last deadline 18th June 2021)
Round One Judging & Final Round Judging
Gala Awards Ceremony

LAST CHANCE TO ENTER THE 2021 EFFIE AWARDS IRELAND COMPETITION IS 18th JUNE 2021.

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All marketing efforts that ran in the Republic of Ireland at any point between 1 May 2018 and 30 April 2021 * are eligible to enter.

*SPECIAL CIRCUMSTANCES RE ELIGIBILITY DATES

- 👉 **1 May 2018 to 30 April 2021 eligibility period applies to all categories except:**
 - 👉 Sustained Success
- 👉 **Grace period:**
 - 👉 If your work LAUNCHED in April 2018 or CONCLUDED in May 2021, 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 (1/5/18 – 30/4/21)
- 👉 **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 2017 and you must include 2020 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 its first year 2018, it's interim year 2019 and the most recent year, 2020. The recent year's results must be included (1st Jan 2020 – 31st Dec 2020).
 - 👉 Refer to the Sustained Success category definition (in this document) & [entry form](#) for further information.

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

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.

entry basics | payment guidelines

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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.

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.

DISCOUNTS

If you submitting 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+

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

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.

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EFFECTIVE ENTRY GUIDE

Review the most common feedback judges give entrants. [The guide](#) 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 a number of guides and supporting documents from [Effie Awards Ireland website](#).

CASE STUDY SAMPLES

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

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.

INSIGHT GUIDE

We are able to provide feedback on your submission via an Insight Guide. 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.

MUCH MORE ON OUR WEBSITE

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

- In addition to 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.

entry form & requirements | overview

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

Entries are submitted online in the [Entry Portal](#) which will be open for entries on **1st March 2021**.

You can download all entry form templates from [Effie Awards Ireland website](#).

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.**

WRITTEN ENTRY FORM

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.

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.

entry form & requirements | overview

entry form guide and standard entry template

Standard Worldwide Entry Form 2021 Edition

As marketers, we drive change for our businesses and the world in which we live. Since 1968, Effie has championed the value of **effective marketing** as the fuel for meaningful business and organisational growth.

When preparing your entry, keep in mind that Effie is open to all forms of effectiveness - the determining criteria for measuring effectiveness takes into account the level of challenge of your objectives and the significance of the results achieved against those objectives. It is the entrant's role to make a compelling case to the jury about the effectiveness of their case. Tell the jury how you inspired change, built your brand and grew your business/organisation.

An Effie case showcases the same process that creates marketing excellence. Teamwork across client and agency; an in-depth understanding of the **challenge, context and objectives**; the **insight**, the **strategy and strategic big idea** linked to the challenge; and **bringing the idea to life** in a way that drives **measurable and meaningful results** for the brand, organisation, and business. We encourage participants to use the Effie process as a way to strengthen the core of creating and learning from great work.

We look forward to seeing your campaign in this year's competition and invite you to take advantage of Effie's learning tools on creating and entering effective work available at effieuk.org.

HOW TO USE THIS TEMPLATE

The information outlined on this template will be seen by judges and must be submitted via the **Entry Portal**. Teams can use this document while crafting the submission to enable easy collaboration with team members and partner companies.

Please use this Form Template if you wish to submit your case into any category, other than Sustained Success and Commerce & Shopper categories.

Below is a checklist of information needed as part of your Effie submission in the online Entry Portal:

- ☐ **Written case study:** The written case study includes all questions outlined in this document, namely the **Entry Details, Executive Summary, Scoring Sections 1-4 & Investment Overview**. These sections will be used for judging and are the focus of this entry form template document
- ☐ **Creative assets:** Comprising the Creative Reel & Creative Images (between 2 and 6). The creative assets will also be reviewed by judges. Review creative asset requirements in the online [Entry Portal](#) & [Entry Kit](#).
- ☐ **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 are 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 & Regulations.

ENTRY DETAILS

EFFIE ENTRY CATEGORY

Review category definitions [here](#). Entrants may submit a case into a maximum of 4 categories, with no more than 1 Industry category and no more than 2 Commerce & Shopper categories.

BRAND NAME

Note: The parent company will be listed in the Client Company field of the online Entry Portal credits area, so should not be listed here. Please list the specific brand name here.

ENTRY TITLE

List your Entry Title (1-8 words). The Entry Title will be used in publicity materials if the case is a winner or finalist. The brand name is always publicly recognized with the entry title, so it is not required to include the brand name here.

DATES EFFORT RAN

List the start/end dates of the effort, even if it goes beyond the Effie eligibility period, to give the judges a full understanding of the span of the work.

Efforts that are ongoing and have no specific end date should leave the end date blank in the Entry Portal.

MM/DD/YY – MM/DD/YY

REGIONAL CLASSIFICATION

Select all that apply.

Local / Regional / National / Multinational / Non-English

INDUSTRY SECTOR

Classify your brand by one of the available industry sectors.

Alcoholic Beverages / Automotive / Beauty & Fragrance / Business & Office Supplies / Cannabis (Recreational) / Delivery Services / Education, Training & Jobs / Electronic Games / Electronics / Entertainment, News, Sports & The Arts / Fashion, Accessories & Jewelry / Financial Services & Banking / Food & Beverages (Non-Alcoholic) / Government & Public Services / Health & Wellness / Health Care / Hobbies, Leisure & Recreation / Home Furnishings & Appliances / Household Supplies / Industrial, Building & Agricultural / Insurance / Internet & Telecom / Non-Profit / Personal Care / Pet Care / Pharmaceuticals / Professional Services / Retail Stores & Online Marketplaces / Software Services & Platforms / Transportation / Tobacco / Travel, Tourism & Restaurants / Other

INDUSTRY/CATEGORY SITUATION

Select one.

Growing / Flat / In Decline

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 Idea:

Bringing the Idea to Life:

The Results:

Specific to the Effie category you are entering, why is this case worthy of an award for marketing effectiveness?

Because Effie has no predetermined definition of effectiveness, it is your job to propose why this case is effective in this entry category: why the metrics presented are important for your brand and business/organization.

If you are entering this effort into multiple categories, your response to this question is required to be different for each category entered. See category definitions [here](#).

(Maximum: 100 words)

Provide answer.

SECTION 1: CHALLENGE, CONTEXT & OBJECTIVES

23.3% OF TOTAL SCORE

This section provides the judges with the background to your challenge & objectives. 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. Be thorough and provide context for judges unfamiliar with your industry to understand the scope of your effort.

JUDGE ADVICE: Review tips from past judges on this section [here](#).

1A. Before your effort began, what was the state of the brand's business and the marketplace/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 and detail the business need the effort was meant to address.

Explain characteristics or trends in the market (e.g. government regulations, size of market, societal trends, weather/environmental situations, etc.) Provide context about your brand and business situation, including main competitor spend, position in market, category benchmarks, etc. What were the barriers you were tasked to overcome?

Reminder: Judges may not be familiar with your brand's industry. This context is critical for judges to understand your degree of difficulty.

(Maximum: 275 words; 3 charts/graphs)

Provide answer.

1B. Define the target audience(s) you were trying to reach. Why is this audience important to your brand and the growth of your brand's business?

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: 200 words; 3 charts/graphs)

Provide answer.

1C. What were your measurable objectives? What were the Key Performance Indicators (KPIs) against your objectives? Provide specific numbers/percentages for each objective and prior year benchmarks wherever possible.

Effie is open to all types of objectives: Business, Behavioral, Perceptual/Attitudinal. It is the entrant's responsibility to explain why their particular objectives are important to the business/organization and challenging to achieve. Judges will expect to see context, including prior year benchmarks where possible, around the goal set – why are these goals challenging? If relevant to your case, explain how these goals relate back to the overall brand or organization's strategy and objectives.

Commerce & Shopper Cases: Include Category/Retailer Growth objectives if applicable.

RESPONSE FORMAT

The [Entry Portal](#) matches the response format outlined below. You will be provided space to set-up your objectives and share any overarching explanation to your objectives & KPIs (maximum of 100 words; 3 charts/graphs). Then, you will list out each objective individually and select the type of objective. For each objective, you may provide context, including category background and/or prior year benchmarks, for why the objectives were important for the brand and growth of the business.

- Only one objective is required. Your first objective should be your primary campaign objective, then you may list up to three supporting objectives. Entrants are not expected to use all fields.
 - On average, winning campaigns had 3.6 objectives in the 2019 Effie Report. [See the detailed report here.](#)
- You may have more than one objective of the same type.
- Unsure which Objective Type to select? [View guidance here.](#)

Provide your objectives overview here. Maximum of 100 words, 3 charts/graphs.

OBJECTIVE #1 – PRIMARY OBJECTIVE (Required)	
Objective Type (Select One)	Awareness / Consideration / Purchase / Loyalty / Advocacy
List Objective (Maximum: 25 words)	
Context (Optional. Maximum: 50 words; 3 charts/graphs)	
OBJECTIVE #2 – SUPPORTING OBJECTIVE (Optional)	
Objective Type (Select One)	Awareness / Consideration / Purchase / Loyalty / Advocacy
List Objective (Maximum: 25 words)	

Context <i>(Optional. Maximum: 50 words; 3 charts/graphs)</i>	
OBJECTIVE #3 – SUPPORTING OBJECTIVE <i>(Optional)</i>	
Objective Type <i>(Select One)</i>	Awareness / Consideration / Purchase / Loyalty / Advocacy
List Objective <i>(Maximum: 25 words)</i>	
Context <i>(Optional. Maximum: 50 words; 3 charts/graphs)</i>	
OBJECTIVE #4 – SUPPORTING OBJECTIVE <i>(Optional)</i>	
Objective Type <i>(Select One)</i>	Awareness / Consideration / Purchase / Loyalty / Advocacy
List Objective <i>(Maximum: 25 words)</i>	
Context <i>(Optional. Maximum: 50 words; 3 charts/graphs)</i>	
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. View detailed guidelines here. Do not include agency names in the source of research – list the company as Agency, Media Agency, PR Agency, etc. Judges encourage third-party data where available. 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.	

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

SECTION 2: INSIGHTS & STRATEGIC IDEA

23.3% OF TOTAL SCORE

This section prompts you to explain your strategic process and thinking to the judges. Your idea should be borne from these unique insights. Judges will evaluate how inventive and effective the idea and strategy are in meeting the challenge.

JUDGE ADVICE: Review tips from past judges on this section here.

2A. State the insight that led to your big idea. Explain the thinking that led you to your insight.

Some insights come from research, data, and analytics. Others come from inspiration. Describe yours here.

Include how your audience's behaviors and attitudes, your research and/or business situation led to the unique insights that would lead to the brand's success and how those insights informed your strategic idea.

Describe how your thinking built towards your strategy, including details of the strategy that made it a winning one. Describe your strategic unlock or breakthrough and how this influenced the idea you were briefing for.

Note: Keep in mind, an insight is not merely a fact or observation based on research; it is the strategic insight, unique to your brand and audience, that was leveraged to help meet your objectives. Your insight may be a consumer insight, a channel insight, marketplace insight, etc.

(Maximum: 200 words; 3 charts/graphs)

Provide answer.

2B. State your strategic big idea.

What was the core idea that drove your effort and led to the breakthrough results? What was at the very heart of the success of this case? The big idea is not the execution or tagline.

(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. 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. [View detailed guidelines here.](#)

Do not include agency names in the source of research – list the company as Agency, Media Agency, PR Agency, etc. Judges encourage third-party data where available. 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.

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

SECTION 3: BRINGING THE IDEA TO LIFE

23.3% OF TOTAL SCORE

This section relates to how and where you brought your idea to life – this might include one or more of the following: brand experience, communications, packaging, a piece of technology, a product extension, a retail space (in-store or stand alone), a promotion or media sponsorship or partnership, an operation change, a loyalty program, a partnership, etc. Whatever it was you created to solve the business/organizational challenge/opportunity 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. Judges will provide their score for this section based on this rationale, the additional information you provide in the Investment Overview, and the creative output and/or other materials you created to bring the idea to life internally or externally as presented in the reel and accompanying images. Please provide visuals of every key touchpoint in your activity. Between the creative examples and your response to this question, the judges should have a clear understanding of how you brought the idea to life and how the creative elements and/or other materials you created worked together to achieve your objectives.

JUDGE ADVICE: [Review tips from past judges on this section here.](#)

3. How did you bring the idea to life? Explain your idea and your overall marketing strategy as borne from the insights and strategic challenge described earlier. Describe the customer experience, media ecosystem and/or communications plan. How did you optimize and adapt the strategy?

If applicable, elaborate on your communications strategy, including the rationale behind your key channel choices. Why were your channel choices and media strategy right for your specific audience and idea? Why did you choose certain channels and not others? Your explanation below must include which specific channels were considered integral to your strategy and why.

As part of your response, provide context on any integral marketing components that were active in the effort, e.g. couponing, CRM/loyalty programs, giveaways/sampling, leveraging distribution, pricing changes, etc.

Note: Your response to Question 3 should complement the creative examples, as shown in the reel and images, and the information provided in the Investment Overview.

(Maximum: 475 words; 3 charts/graphs)

Provide answer.

KEY VISUAL

You have the option to upload a single image to accompany your explanation in this section. It may be a key visual, media plan, a flowchart, storyboard, etc. The image must be jpg/jpeg/png.

For internal review purposes, we recommend copying the image here. When uploading the image into the Entry Portal, please ensure you upload a high-res version of the image, to ensure all text is legible.

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.

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. [View detailed guidelines here.](#)

Do not include agency names in the source of research – list the company as Agency, Media Agency, PR Agency, etc. Judges encourage third-party data where available. 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.

Provide sources of data included in your responses to Section 3.

SECTION 4: RESULTS

30% OF TOTAL 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/organization/cause. You will need to provide a result corresponding to each objective listed in your response to question 1C – objectives will appear above your response to question 4A in the Entry Portal.

Effie has no predetermined definition of effectiveness; it is your job to prove why this case is effective: why the metrics presented are important for your brand and business/organization within the context of the submitted category.

JUDGE ADVICE: Review tips from past judges on this section [here](#).

4A. How do you know it worked?

Explain, with category and prior year context, why these results are significant for the brand's business. Tie together the story of how your work drove the results. Prove the results are significant using category, competitive, prior year, and brand context. Why were these metrics important to the brand?

Results must relate to your specific audience, objectives, and KPIs. When providing engagement/social metrics, detail what these meant for the brand and business/organization.

RESPONSE FORMAT

You have up to 250 words and 3 charts/graphs to set up your results. Then, for each objective provided in Question 1C, you are required to provide a corresponding result. Provide context to prove the importance of these results for the brand.

If you have additional results to report beyond the objectives set-up in Question 1C, you may also list those results in the designated space below.

ELIGIBILITY REMINDERS

Failing to follow eligibility rules will result in disqualification.

- Provide a clear time frame for all data shown – either within your response or via the sources box.
- Do not include data past the end of the eligibility period (12/31/20*).
- All results must be isolated to the United States.
- **Special Circumstance:** If your effort launched in August 2019 or ended in January 2021, you may include results from that period for review by the judges.
- It is critical to provide sources for all results provided.

You may use this space to set-up your results section – max 250 words, 3 charts/graphs.

RESULT #1 – PRIMARY RESULT

(Required – Corresponds to Objective #1 listed in 1C)

List Objective #1 from Question 1C

For reference, we encourage you to list Objective #1 from Question 1C here. The entry portal will do this for you automatically.

List Result*(Maximum: 25 words)***Context***(Optional. Maximum: 75 words; 3 charts/graphs)***RESULT #2 – SUPPORTING RESULT***(Corresponds to Objective #2 listed in Question 1C, if applicable)***List Objective #2 from
Question 1C****List Result***(Maximum: 25 words)***Context***(Optional. Maximum: 75 words; 3 charts/graphs)***RESULT #3 – SUPPORTING RESULT***(Corresponds to Objective #3 listed in Question 1C, if applicable)***List Objective #3 from
Question 1C****List Result***(Maximum: 25 words)***Context***(Optional. Maximum: 75 words; 3 charts/graphs)***RESULT #4 – SUPPORTING RESULT***(Corresponds to Objective #4 listed in Question 1C, if applicable)***List Supporting Objective #3 from
Question 1C****List Result***(Maximum: 25 words)***Context***(Optional. Maximum: 75 words; 3 charts/graphs)***ADDITIONAL RESULTS**

You may use the below space to provide additional results achieved that you did not have had an initial objective for. Max 150 words, 3 charts/graphs. 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.

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?

This is your opportunity to address what else was going on to convince judges of the impact of your case by addressing these factors. You are encouraged to use this space to address the significance or insignificance of other factors on the results achieved by your effort.

Select factors from the chart and explain the influence of these factors in the space provided. The chart provided is a sampling of marketplace activities, but your response is not limited to these factors. 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.

Reminder: Judges are industry executives and expect entrants to address any other factors here. Use this space to prove to the judges that your marketing effort led to the results outlined above and eliminate other factors. Judges discourage entrants from responding "No Other Factors".

(Maximum: 150 words; 3 charts/graphs)

Business Events <i>(e.g. changes in supply chain, government regulations)</i>	Societal or Economic Events <i>(e.g. changes in economic, political, social factors)</i>
Internal Company Events <i>(e.g. change in ownership, internal dynamics, etc.)</i>	Public Relations
Natural Events <i>(e.g. weather, natural phenomenon, etc.)</i>	No Other Factors
Other marketing for the brand, running at the same time as this effort	Other _____

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.

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. [View detailed guidelines here.](#)

Do not include agency names in the source of research – list the company as Agency, Media Agency, PR Agency, etc. Judges encourage third-party data where available. 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.

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

INVESTMENT OVERVIEW

The Investment Overview is reviewed as part of Section 3: Bringing the Idea to Life, along with your response to Question 3 and your creative work, as presented in the Reel and Images. These elements together account for 23.3% of your score.

The Investment Overview, like the rest of the entry form, is completed in the [Entry Portal](#). The questions below are visuals to share with your team to gather data. If you'd like to share your responses with your team prior to answering in the online entry area, we suggest highlighting your selected responses on the following pages.

PAID MEDIA EXPENDITURES

Select paid media expenditures (purchased and donated), not including agency fees or production costs, for the effort described in this entry.

You are required to elaborate to provide context around this budget range. For example, if your budget has changed significantly, how this range compares to your competitors, etc.

If there were no paid media expenditures, please select Under \$500 thousand and elaborate below.

Current Year/Time Period: September 2019 – December 2020	Campaign Period: Previous Year/Time Period
Under \$500 thousand	Under \$500 thousand
\$500 - 999 thousand	\$500 - 999 thousand
\$1 – 2 million	\$1 – 2 million
\$2 – 5 million	\$2 – 5 million
\$5 – 10 million	\$5 – 10 million
\$10 – 20 million	\$10 – 20 million
\$20 – 40 million	\$20 – 40 million
\$40 – 60 million	\$40 – 60 million
\$60 – 80 million	\$60 – 80 million
\$80 million and over	\$80 million and over
	Not Applicable
Compared to other competitors in this category, this budget is:	Less
	About the Same
	More
	Not Applicable (Elaboration Required)
Compared to previous year/time period spend on the brand overall, the brand's overall budget this year/time period 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? 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.

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 \$500 thousand	\$20 – 40 million
\$500 - 999 thousand	\$40 – 60 million
\$1 – 2 million	\$60 million and over
\$2 – 5 million	Not Applicable
\$5 – 10 million	Not Available / Unknown
\$10 – 20 million	

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

Elaborate on owned media (digital or physical company-owned real estate), that acted as communication channels for case content. Owned media examples may include a corporate website, social media platforms, packaging, a branded store, fleet of buses, etc.

If owned media platforms were selected on the Touchpoints chart, judges will expect to see an explanation of those platforms in your response. Similarly, any owned media described here must also be selected in the touchpoints chart.

(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.

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. [View detailed guidelines here.](#)

Do not include agency names in the source of research – list the company as Agency, Media Agency, PR Agency, etc. Judges encourage third-party data where available. 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.

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 10 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 communications 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:	

Additional Requirements

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.

The 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.

JUDGING MATERIALS

The following materials will be reviewed by the judges. You can use the below as a checklist to ensure these are completed in the Entry Portal.

- ☐ **ENTRY FORM**
Written responses to individual questions are answered through the Entry Portal – the final version will be downloadable as a PDF.
- ☐ **INVESTMENT OVERVIEW (part of the Entry Form)**
A visual provided at end of entry form template linked above – to also be completed in the Entry Portal.
- ☐ **CREATIVE REEL**
Upload one creative reel (.mp4) which will also be used for publicity purposes if the entry becomes a finalist or winner. For complete instructions, please review the [Creative Requirements Guide](#).
- ☐ **CREATIVE MATERIALS PRESENTED IN YOUR CREATIVE REEL**
Along with your Creative Reel, you will be asked to select all touchpoints (from the Touchpoints chart in the Investment Overview) that are shown in your creative reel.
- ☐ **IMAGES OF CREATIVE WORK**
Upload 2-6 images (.jpg) of creative work that ran in the marketplace. These image files will also be used for publicity purposes if the entry becomes a finalist or winner. For complete instructions, please review the [Creative Requirements Guide](#).

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.

☐ TEAM PHOTOS (OPTIONAL)

Upload one or two team photos of the lead agency and client team as 300 dpi .jpgs/.jpegs, at least 1000 pixels wide or tall. 5MB maximum for each file. Team photos are featured online and at the Effie Awards Gala. Alternatively, you can provide your team photo(s) after you have been notified that your case is a winner.

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.

entry form & requirements | top tips

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TOP TIPS FROM JUDGES

1. **“Start with the executive summary** before you try to write individual sections. Get your overall story really strong, crisp, clear, and inspiring.”
2. **“Concise entries stand out.** They are not only refreshing -- they encourage high marks. Remember that The Effies are about effective communication. Entries that are long on words and light on substance or impact will leave a juror with the impression that the campaign was, too.”
3. **“Make sure the case tells a full story that is connected throughout, rather than a bunch of individual answers to questions.** Your objectives should prove you overcame the challenge, and be specific and measurable. Your results should tie directly back to the stated objectives. Overall, the case should be clear and concise.”
4. **“Clearly tie results back to your initial objectives.** When the results presented felt vague or disconnected from the case objectives, I found myself assuming that this was due to an absence of truly convincing positive metrics to be shared.”
5. “The entrants who build their cases from a place of **honesty, authenticity, and simplicity** vs. marketing jargon were really the strongest. I'd recommend that all entrants have someone who doesn't work in marketing read their entry to see if they can understand it. If they can, then it's probably good.”
6. **“My biggest issue was that the creative reels seemed to gloss over the creative rather than showcasing it.** Don't give me a video version of an over dramatized case. Showcase the creative and tell a rich, compelling story via your writing.”
7. “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.
8. **“Provide benchmarks, provide rationale for goals, and illustrate how the work presented drove the results.”**
9. “More charts and graphs vs. words. It's easier to see results visually than in a narrative form.”
10. **“Check for grammar, typos, math, and inconsistencies.”**

For more tips and detailed guidance on each of the four scoring sections, review the [Effective Entry Guide](#).

entry form & requirements | reasons for disqualification

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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 **01/5/18 - 30/04/21**. No results after 30/04/21 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, screenshots 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.

entry form & requirements | sourcing data

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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.

entry form & requirements | creative reel

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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 the IRELAND**, and it must directly relate to your Strategic Objectives and Results outlined in the entry questions, and must have run in the IRELAND. 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** (2018), **at least 1 interim year**, and the **most recent year** (2020) 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.

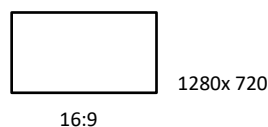
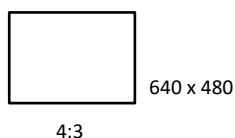
If you are including non-English work, you must include translations either as subtitles or as an added page to your written entry form.

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



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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 in Effie Worldwide 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.

entry form & requirements | publicity materials

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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 **31st August 2020** if your submission is a winner. 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.

entry form & requirements | credits

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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.**
- 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 Journal** 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 Journal**.

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 July 31, 2021.**
- All credit requests will be reviewed and accepted at the discretion of Effie Worldwide and are not guaranteed.

entry form & requirements | entry contacts

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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.

entry form & requirements | credits & the effie index

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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 2021 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.

entry form & requirements | submission checklist

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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 [Online 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 Ireland online entry portal will be open for registration from 1st March 2020.

publication & confidentiality | publication

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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.
- **"PUBLISH THE CASE AS IT WAS SUBMITTED AFTER THREE YEARS"** – The written case will be published as it was submitted after three years. The case will be published as it was submitted and reproduced or displayed for educational purposes.
- **"PUBLISH AN EDITED VERSION OF THE WRITTEN CASE AFTER THREE YEARS"** – You agree to submit an edited version of your case study for publication which will be reproduced or displayed for educational purposes after three years. You may redact any confidential information.

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.

publication & confidentiality | confidentiality concerns

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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 Journal**, **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 May 2018 – 30th April 2021 and the awards will be presented on 23rd September 2021. 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 complete the Judge Application Form [via our website](#).

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.

judging | scoring

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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 10-15 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 that score high enough are shortlisted to become finalists and move on to Final Round Judging.

FINAL ROUND

Finalists are judged against other finalists within their category, and like Round One, all elements of each case are reviewed and scored. Final Round judges discuss the finalists in the category 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.

judging | winner info

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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 on 23rd September 2021. 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 finalist or 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.

categories | structure & faqs

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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.
- The 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.

BUSINESS CHALLENGE CATEGORIES

Business Challenge 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.**

PRODUCT & SERVICE CATEGORIES

There are over 10 product and service categories to choose from. You may only enter one industry category per effort.

POSITIVE CHANGE CATEGORIES

There is one Positive Change category to choose from, and the entrant can be a for profit brand organisation or a not-for-profit organisation. The key is that the effort being entered has to be focused on environmental or wider social-good outcomes.

Category definitions provide guidance regarding the types of products/services that may enter that category; however, it is not an exclusive list. If you are unsure what category best fits your brand, please email katherine@iapi.com.

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 us at katherine@iapi.com

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 and 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 2020 Effie Awards Ireland Competition, one for Sustained Success and one for all the other categories – the Standard Entry Form.

categories | categories overview

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The 2021 Effie Awards Ireland Competition has a total of 22 categories you can enter:

Industry Categories

1. FMCG, Petcare & Homewares
2. Pharma, Healthcare, Cosmetics, Toiletries, Nutrition
3. Finance & Insurance Services
4. IT, Telecomms & Consumer Electronics
5. Leisure, Media, Sport, Travel & Gaming
6. Automotive & Transportation
7. Retail & Fashion (Bricks or Clicks or both)
8. Alcoholic Beverages
9. Utilities, Public Service & Government
10. Construction & Property

Specialist Categories

11. Small Budget – less than €50k
12. Positive Change – Brands, NFP – Environmental or Social Good
13. Direct to Consumer/Direct Response
14. Business to Business
15. Engaged Community
16. Data Driven
17. New Product or Service Introduction
18. Topical Marketing (Current Events)
19. Media Innovation
20. Media Content & Partnership/Sponsorship Effectiveness
21. Crisis Response / Critical Pivot
22. Sustained Effectiveness

categories | category definitions

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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 – Brands, NFP – Environmental or Social Good**

 - This category is open to NFP organisations and Brand organisation as long as the effort is focused on improving society or the environment for purely altruistic purposes.
 - Any and all marketing efforts, whether full campaigns or unique efforts within a campaign are eligible to enter as long as measurable results exist.
 - **For Profit Brand efforts:** 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?
 - **NFP marketing efforts:** non-profit organisations and associations whose marketing efforts have effectively driven positive change for society or the environment and successfully contributed back to the organisation's purpose. Efforts must show measureable impact and proven results in support of the cause.
- **Direct to Consumer/Direct Response.** This category is for marketing efforts from brands directly targeting either existing or potential consumers through Personalised Direct Mail/Unaddressed Mail/Personalised Email or Personalised Social Media communications. The entrant must include the source of the personalised data and provide GDPR compliance information as part of your submission.
- **Business-to-Business.** This category is for marketing efforts from businesses targeting other businesses. Business-to-business efforts for any type of product or service, from any marketplace segment, are eligible to enter.
- **Engaged Community.** This category is for marketing efforts aimed at either an online or offline community that has provided (using correct GDPR guidelines) the brand or service permission to communicate. There needs to be a measurable intent or action required of the community to the benefit of the brand or service being provided.
- **Data Driven.** Data-driven media is the application of data and technology to identify and match the right audiences to the right message at the right moments. These efforts should prove how they specifically utilised data to optimise media to improve business outcomes (brand KPIs, ROI, peerformance marketing measures, etc.) The best examples will recognise the interplay and application of automation, applied technology, and human and artificial intelligence to deliver to a precise audience and achieve the best results.

To enter, your case must detail the role that data had within the media strategy in achieving the brand and business goals. Submission are expected to:

- Utilise personalised/custom/tailored creative messages.
- Explain how data impacted the media plan through cledar measurement & analytics
- Demonstrate the insights captured from data used to understand audience.

categories | business challenge category

definitions

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- **New Product or Service Introductions.** 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.

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).
- **Topical Marketing (Current Events).** This category is for cases that effectively leveraged immediate relevance, interest or importance via a targeted marketing/PR strategy around current events (e.g. elections, World Cup, Olympics, economics, etc.) This category is not for Covid-19 related campaigns. Please see Crisis Response/Critical Pivot category.
- **Media Innovation.** This is about outstanding effectiveness as a result of media-led ideas. The line between what constitutes a creative idea and a media idea is blurring. There are occasions when the media idea drives the entire effort. Of course, media cannot exist without the content, but this award is intended to recognise those cases that were led by the media thinking – where the integration of media and messages led to the success. The award honours media-led ideas that are powerful enough to become the genesis of the communications programme itself, to the extent that the programme would not have been successful without the strategic media idea.
- **Media Content & Partnership/Sponsorship Effectiveness.** This category is for cases that effectively leverage a media or sponsorship partnership to the benefit of their brand KPIs or sales. The objectives and intent of the partnership/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/partnership?
- **Sustained Effectiveness*** . Product or service marketing efforts 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 2017 and you must include the most recent year's results (2020).
 - 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 its first year (2018), an interim year (2019) and the most recent year (2020).
 - ****A separate entry form and different creative requirements are required for the Sustained Success category.***
- **Crisis Response/Critical Pivot.** This award is for brands that created positive change by effectively pivoting their marketing program or business activities in response to significant structural and cultural shifts (e.g. Covid 19, BLM, US election, etc.) in the current landscape in order to more effectively connect with the consumer. Entrants will need to demonstrate the effectiveness of the action for the brand. Examples can include a pivot in positioning, a change in portfolio management, a digital acceleration, etc

Global Best of the Best | eligibility

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The Global Best of the Best is a new addition to the Effie Global Awards. To enter the **Global 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 2021 Irish Gold or Grand Effie Award winners will be eligible to enter the 2022 Global 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 it. If the originally-entered category is not available, entrants may choose a new category from the provided list.

Entry Fees: For 2020 the entry fees for Global Best of the Best were \$250-350 USD per entry

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Effie Awards Ireland

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

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

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