Positive Change: Entry Details
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Welcome to the 2017 Positive Change Effie Awards - Europe

Effie Worldwide’s mission is to champion and improve the practice and practitioners of marketing effectiveness worldwide. The Effie Awards honor the most effective marketing communications ideas across the globe – ideas that work.

The Positive Change Effie Awards is a celebration of effective purpose-driven marketing efforts. Run in collaboration with the World Economic Forum, the Positive Change Effie offers four categories:

- Positive Change: Environmental – Brands
- Positive Change: Environmental – Non-Profit
- Positive Change: Social Good – Brands
- Positive Change: Social Good – Non-Profit

Full definitions for each of the four Positive Change – Europe categories are in this entry kit.

To enter the Positive Change Effie Awards in Europe*, your case must have run in at least one European country between January 1, 2016 – December 31, 2016 and meet the Positive Change category definition in this entry kit. Review this entry kit before entering your Positive Change – Europe case.

- Notes:
  - Euro Effie Awards: For details on entering other categories of the Euro Effie Awards, visit euro-effie.com.
  - APAC and North America Positive Change: For details on entering Positive Change Effie Awards competition in North America or APAC regions, visit effie.org/positive-change.

*Europe is defined as the 47 countries listed by the Council of Europe (http://hub.coe.int/), with the addition of Israel. This definition is consistent with the Euro Effie competition and the Effie Effectiveness Index® (effieindex.com).

Winners of the Positive Change Effie Awards showcase how effective marketing communications with a purpose can make a positive difference for brands, society and the environment.

Helping you enter:
All entrants are encouraged to review the Advice from the Jury document, which offers feedback from the 2016 jury on each section of the entry form and the creative reel. Entrants also have the opportunity to review and be inspired by Past Winning Cases.

Once again, entrants have the opportunity to purchase an Effie Insight Guide for each entry they submit. Insight Guides provide direct feedback from the judges who scored the entry.

Further learning:
We continue to share content on the Effie Blog and provide additional sources of learning.

If you have questions at any point during the competition, please do not hesitate to contact any member of the Effie team via the contact information in this document.

We look forward to honoring this year’s most effective purposeful marketing.
Positive Change: Environmental

The Positive Change: Environmental category celebrates efforts that have measurably shifted audience behavior toward more environmentally sustainable choices/actions, and/or grown demand for more sustainable products and services by incorporating environmentally-conscious messaging into their marketing communications.

Winners of this award showcase how effective marketing communications that incorporate sustainable strategies can make a positive difference for brands, organizations and for the environment.

Over and above the standard Effie requirements to demonstrate a positive impact on the business or organization, there are specific areas of interest that relate to this award.

Efforts entered must have as one of their main strategic objectives changing audience behavior towards more environmentally sustainable choices and environmentally conscious messaging must be a part of the marketing communications.

Entrants should address how the sustainability goal relates back to the overall brand, organization and/or business strategy.

Criterion for this award is the result of behavior change toward more environmentally sustainable choices or actions, with these elements being considered in judging:

- **Awareness** – Making the audience aware of a sustainable product, service or action
- **Trial** – Trying the sustainable product, service or action for the first time.
- **Substitution** – Switching to a more sustainable product, service or action
- **Change in Use** – Using a product/service more sustainably than before or taking a more sustainable action continuously.

Positive Change: Environmental – Brands

Recognizing brands with marketing programs that have measurably shifted audience (B2B or B2C) behavior toward more environmentally sustainable choices, and/or grown demand for more sustainable products and services by incorporating environmentally-conscious messaging into their marketing communications.

Positive Change: Environmental – Non-Profit

Recognizing non-profit organizations and associations with marketing programs that have measurably shifted audience (B2B or B2C) behavior toward more environmentally sustainable choices/actions, grown demand for more sustainable products and services, and/or measurably drove positive impact for their cause by incorporating environmentally-conscious messaging into their marketing communications.

*A special entry form is required for the Positive Change: Environmental categories.*
Positive Change: Social Good

The Positive Change: Social Good category celebrates marketing communications efforts proven effective in addressing a social problem or in expanding an existing program in ways that benefit our society. Any effort that sets out to give back in some way for the greater good is eligible to enter. Maybe it was for profit, maybe not. Maybe you got paid, maybe you didn’t. Any and all marketing communications efforts, whether full campaigns or unique efforts within a campaign are eligible to enter as long as measurable results exist.

Positive Change: Social Good – Brands:

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

Positive Change: Social – Non-Profit:

Recognizing non-profit organizations and associations whose communications efforts have effectively driven positive change for society and successfully contributed back to the organization’s purpose. Campaigns must show measurable impact and proven results in support of the cause.

*A special entry form is required for the Positive Change: Social Good categories.

If you have questions specific to the Positive Change categories, please email positivechange@effie.org.
 Increased entry fees do not go into effect until the morning after the entry deadline around 9 AM Brussels Time. All materials required to complete an entry must be submitted by the indicated deadline in order to receive the associated rate.

*Non-Profit Submissions*
Non-Profit submissions are offered an adjusted deadline & fee schedule. Submissions to the Positive Change – Non-Profit categories will automatically see the below discounted fees applied to their entries in the online Entry Portal.

### Non-Profit Entry Deadline
<table>
<thead>
<tr>
<th>Non-Profit Entry Deadline</th>
<th>Non-Profit Entry Date</th>
<th>Non-Profit Fee to Enter</th>
</tr>
</thead>
<tbody>
<tr>
<td>First Deadline</td>
<td>May 18, 2017</td>
<td>€485</td>
</tr>
<tr>
<td>Final Deadline</td>
<td>July 31, 2017</td>
<td>€885</td>
</tr>
</tbody>
</table>

**Fully Online Entry Process:**

All entry materials for the Positive Change – Europe Effie Awards are submitted online, in the online entry portal here.

See full details about the Positive Change – Europe Awards at https://www.effie.org/positive-change.

**Reminder:** Your case must have run in at least one country in Europe between Jan. 1, 2016 – and Dec. 31, 2016 to enter the Positive Change – Europe category.
All marketing efforts that ran in at least one country in Europe between January 1, 2016 and December 31, 2016 are eligible to enter.

- When entering, entrants can cite their success in one or more countries in Europe.
- Do not include results after December 31, 2016. This will result in disqualification.
- 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.

  **Note:** It is helpful 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 achieved during the eligibility time period. Judges will expect to see context around data points provided – pre and post measures, etc.

  Judges also appreciate understanding your case in the real marketplace and your future outlook if your case is ongoing. While you cannot present results after December 31, 2016 in this year’s competition, make sure to address your future outlook. Present your case in the context of the real marketplace and timing – do not present your case in isolation.

  Tell judges how you optimized or changed your effort based on research and real world marketplace response.

- Effie Worldwide does not accept test efforts into the Effie Awards competition.
- Entries are submitted digitally in Effie’s online entry area. There is no need to submit hard copy entry materials at time of entry.
- The Effie Awards reserves the right to re-categorize entries, split/redefine categories and/or refuse any entry at any time.

**Re-Entering Past Winning Work**

You may re-enter past winning efforts within the following requirements:

- **Past Gold Positive Change Effie winners** can re-enter into a category in which they did not win Gold and can re-enter the same category where they won Gold after two years.

  **Note:** If you are interested in entering a different effort by the brand or organization into the same category, it may be eligible for entry. See below.*

- **Past Silver and Bronze Positive Change Effie winners** can re-enter into any category.
*Special Circumstances: Entering A Different Effort from a Past-Winning Brand or Organization*

Entrants frequently ask if they can re-enter a category where they won gold with a different effort. Different efforts are eligible to re-enter the same category in the subsequent year. Effie considers a different case to be one with different strategy and creative from the entry the year prior. It is fine for the tag line to remain the same, but everything else must be different.

There are always exceptions, of course, and the Effie Committee will make judgments on a case by case basis. If you wish to re-enter a category and you are unsure if your entry would violate one of the rules above, please send a brief description of the case (target, strategy, sample of creative) and how it differs from the previous case to Erica Stoppenbach (erica@effie.org). You are encouraged to reach out to us prior to entry, as entry fees will not be returned to entrants who do not comply with the rules.
The following will result in disqualification and entry fees will be forfeited:

- **Data not referenced.** 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; provide source of data, type of research, and the time period covered. Do not include any agency names in your sources. For agency source, the source of the data should be referenced as “Agency Research” and all other relevant sourcing information must also be included.

- **Agency names/logos** published in the entry form or in the creative materials.

- **Including results or competitive work/logos on the creative reel.** Refer to the separate Creative Requirements document for full details. The reel is simply meant to showcase the work as it ran in the marketplace.

- **Failing to adhere to the Effie Eligibility rules.** The Effie eligibility period is January 1, 2016 – December 31, 2016*. It is fine for the work to have started running before or continue running after this period, but the work the judges are reviewing must have run at some point between January 1, 2016 and December 31, 2016. The results the judges are evaluating must be within this period, but data prior to the eligibility period may be included for context. **No results after December 31, 2016 may be included.**

- **Failing to follow the Formatting Requirements** as outlined in the entry kit and on the entry form. Review the Formatting Requirements for rules on font, color, pictorial elements, leaving questions unanswered, and removing parts of the entry form.

- **Missing Translation** All entries with non-English creative materials must include a translation page at the end of your entry form (subtitles within the creative materials are also acceptable).
Writing an Effective Entry

- Most importantly, review the category definitions and make sure your entry addresses all of the requirements listed in the category definition. Judges assess your case on effectiveness and against the category definition. If the category definition asks you to address both the social good and brand or organization results of the effort, judges will expect to see this context in the written case.

- Carefully review and answer the detailed instructions under each question on the entry form. Judges review these detailed instructions when scoring and will deduct points if all aspects of the question are not answered.

- Make your entry form clear, interesting and easy-to-read. Use brevity wherever possible. Treat the entry form like a story – each section should link to one another.

- Use a voice of honesty – judges are looking for the real situation you started with, what you achieved, and the persuasive argument that links the work to the results achieved.

- State why results are significant in the context of your situation. Simply presenting results without defending them is not sufficient. Explain to judges what a X% move in your category means.

- Address every objective in your results section and guide judges through the results achieved – how do the social metrics tie to the awareness and behavioral goals of the brand? How does this link to sales or market share goals (if relevant)?

- Address judges’ knowledge by addressing other factors. Eliminate or address any other factors that judges may mistakenly believe could have contributed to the success – economic factors, pricing, weather, etc. - prove how your work had a contribution that led to the results you cite.

- Be Real. Judges appreciate entrants for explaining what went wrong, what you changed, etc. Cases that retrofit objectives to match results do poorly.

- Have someone unfamiliar with your case read it. Write for someone with no knowledge of your industry sector. Judges do not have experience in your category sector and you need to provide context.

- Source Data. Source all data in your entry form and include dates for the time period covered and type of research. Use charts and graphs throughout the entry form to present data.

- Tell Judges why the results matter for your business, organization and cause.

- Talk about how your case changed or optimized in response to research and experience after launch.

- Read past winning cases, talk to past judges and review the past jury advice document.
**entry form**

**formatting requirements**

- **Written answers must be in standard black font, minimum 10 point.**
  Colored fonts will not be accepted in the written entry form. It is fine (and recommended) to use readability style effects like bullets, bold, white space, etc. throughout the entry form.

- **Color may only be used in charts and graphs in the entry form.**
  Logos (for the entering brand/client only), color, and pictorial elements may only be present in charts and graphs. **Charts and graphs are encouraged throughout the entry form – judges appreciate data presented via charts & graphs.**

- **Do not include competitor logos or work.**
  Competitor logos and creative work may not be included anywhere in your entry form or creative reel.

- **No screen grabs, images, or other pictorial elements in your entry form.**
  These should go on your creative reel. Do not include any other graphics or pictorial elements in your written entry form (unless they are part of a chart/graph – charts and graphs are fine).

- **Instructions may not be removed from the entry form.**
  You may not remove any questions or detailed instructions from the entry form, as they serve as a guide for both entrants and judges. Do not remove any unused checkpoints from the charts in the Media Addendum.

- **Answer all questions.**
  If a question is not applicable, you must state this directly under the question. You may not leave any question blank.

- **Adhere to the 6-page limit.**
  If you exceed the page limit, all additional material will be removed and will not be seen by judges. You may not include an appendix. If your entry requires any English translation of creative materials, this information can be added on as additional pages. Your answers to questions 1-4 must fall within the 6-page limit. A translation page and the Media Addendum do not count towards the 6 page limit.

- **Creative Reel rules & time limits must be followed.**
  All entries into the Positive Change Effie competition have a 4-minute time limit for the creative reel (no minimum time). Entrants must also follow all other creative reel rules as outlined in the separate Creative Requirements document (i.e. no results-including social metrics, keep the focus on the creative examples, no competitor logos/work).
Question 1: Challenge Context & Objectives - 23.3% of the score

Positive Change: Be sure to clearly identify and explain your social good or environmental challenge as well as the brand challenge.

The definition of the Challenge and its context is the glue that shapes the other elements of the case. Judges often say that if this section is weak, the entire entry weakens because the context is needed to understand “...how big the idea was or how profound the results were.” The Challenge should be clearly understood. Elements are assessed for both suitability and ambitiousness within the framework of the Challenge.

For the Positive Change Effie, clearly define your environmental and/or social good objectives. Entrants should detail all objectives they had and why they are significant in the context of their situation. If the entrant did not have objectives upfront or they were open-objectives, they should explain this. Judges consistently state that they can tell when objectives have been retrofitted and down-score entries because of this.

- Provide context about the region, country/ies, category, marketplace, company, competitive environment, and the degree of difficulty of the challenge. Lack of context is one of the most common judge complaints.
- Who is the audience you are trying to reach? Describe their attitudes, behaviors, culture, etc. Why are they your target?
- Explain why your objectives are significant for your brand, organization/business and cause. Provide prior year benchmarks when available. Detail the business/organization problem and social good / environmental cause / problem the effort was meant to address. Why was this a challenging situation?
- Note the tools you planned to use to measure each objective.

Question 2: Insights & Strategic Idea - 23.3% of the score

Judges evaluate how inventive and effective the Idea and Strategy are in meeting the Challenge and how closely the Idea, Strategy and Results address the Challenge.

- Share your insight and how it originated. What research was done that resulted in the insight or awareness of the opportunity or revised/validated it after the fact?
- Did you adapt your strategy as a result of new things learned in the field?
- Explain how the big idea addressed the challenge.
- Remember to state your answer to the idea question in one sentence. This is not your tag line – it is the core idea that drove your effort and led to your results.

“If you can’t explain an idea in one sentence, then you don’t have an idea.”
Question 3: Bringing the Idea to Life - 23.3% of the score

Includes Question 3, the Media Addendum and Creative Work

Judges are looking to see why you chose specific media channels - how do they relate to your strategy and audience? Is the creative work effective? Does it address your objectives? Entrants should articulate their media and creative strategy.

- Explain why you selected the media channels - why were these right for your audience and idea?
- Tie your insights and strategic challenge into your communications strategy.
- Did your communications change over time? Explain how.
- In your entry form answers to questions 1-4 and the Media Addendum, explain the effect of the other marketing components that were active during the time of your campaign/effort.
- NOTE: Judges will watch your video of the creative work directly after reading your case. Make sure the video shows the creative work as it ran in the marketplace. No results are allowed on the creative reel.
  - Judges #1 complaint about the creative reel is that it wastes time reiterating what they read in the written case rather than showing the creative work that drove the results. Make sure your creative reel showcases the creative work of your campaign / effort. Judge score for the creative reel is for the creative work only - no points are given for production values, editing effects or explanation on the creative reel. It is recommended that 75% or more of your video focus on the creative work.

Paid Media Expenditures (Media Addendum)

Paid media expenditures (purchased and donated), not including agency fees or production costs, for the effort described in this entry. Given the ‘spirit’ of this question use your judgment on what constitutes fees, production and the broad span that covers media – from donated space to activation costs.

- Traditional and non-traditional paid media. Examples: purchase of a TV spot or purchase of a mobile ad.
- Out-of-pocket activation costs. Examples: For something like an event, what did it cost to have the pop-up store? What did it cost to buy the key search terms on Google?
- Value of donated media. Example: If you are a film festival, did a sponsor give you 2 hours’ worth of free TV ad time? Estimate what it would have cost you if you had paid for it.

Owned Media and Sponsorship (Media Addendum)

- Any owned media. Examples: company owned real-estate, either physical or digital, that acted as communication channels for case content (e.g. corporate website/social media platforms, packaging, branded store, fleet of buses, etc.)
- Any sponsorships that provided communications benefits. Examples: As part of a sponsorship of the tennis finals, I received free ad space for my logo during primetime.

“Tie the communications strategy directly back to objectives and insights. Without that, it’s just a media plan, not a communications strategy.”

“Explain the media strategy. Entrants mentioned TV and print ads but didn’t always mention where they ran and how they appealed to the target.”
Creative Reel

As the visual component to the Bringing the Idea to Life section, the creative reel should showcase the creative elements of the case. For instructions on the Creative Reel, please view the Creative Reel section.

- Judges #1 complaint about the creative reel is that it wastes time reiterating what they read in the written case rather than showing the creative work that drove the results. Make sure your creative reel showcases the creative work of your campaign / effort. Judge score for the creative reel is for the creative work only – no points are given for production values, editing effects or explanation on the creative reel. It is recommended that 75% or more of your video focus on the creative work.

Question 4: Results - 30% of the score

Judges are looking for direct correlations between real objectives and results. For example, if the objective is to improve brand awareness, the proof cannot be an increase in sales. If you achieved additional results, explain what they were and why they are significant. If you did not achieve a particular objective, explain this. Make a compelling argument why the communications is linked to the results achieved rather than a different factor and explain why the results you achieved are significant.

Entries range from small cases in regional markets to nationwide blitzes. Judges take into account the environment in which each case exists. It is important to include category context, as judges may not be aware of your particular category. For example, a small percentage move in a highly-segmented, high volume category is more difficult to achieve than a large percentage change in a small, less-competitive or non-competitive category. Likewise, a large sales increase for a product that has never advertised before might be less impressive than a smaller sales increase for a product that has no budget increase but changed its marketing communications strategy.

Presenting Results Effectively

- Restate objectives/KPIs in the results section so judges can easily reference this information.
- Provide context with historical data, industry benchmarks, competitive comparison, etc.
- Explain why the results you are presenting are important. How did the results tie together and impact the brand and organization business? What were the effects on the social good or environmental cause?
- Retrofitting objectives is one of the most common judge complaints.
- Explain how you know it was your marketing efforts that led to the results.
- Eliminate or address other factors in the marketplace that could have contributed to your success.

Judges value honesty – they are senior industry professionals and will downscore where information is withheld.

Data

- For confidential information, proof of performance may be indexed or provided as percentages.
- If you cannot provide certain business, organizational or cause results, explain why you cannot or why they are less important. Think through creative and meaningful ways to present the significance of the results you cannot share. For example, the results achieved were the equivalent of opening a new 200,000 sq. foot store in that market. When key metrics are withheld without explanation, judges typically imagine it is because the results were weak.
- Charts and graphs are useful tools to present your data clearly.
- Including results after December 31, 2016 will result in disqualification.
- Entrants must source all data (source, type of research, dates). Do not include any agency names in sources. See the sourcing section of the entry kit for full details.
entry form | sourcing data

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

- Be as specific as possible in documenting all evidence: provide sources of data, research involved and time period covered. Because of Effie’s specific eligibility time period, it is crucial to include the dates for all results presented in your case.

- You are not required to follow a specific format for referencing sources, though it must be clear to judges the source for each piece of data. For example, you may list the specific source next to each piece of data or in clearly marked footnotes at the bottom of each relevant page.

- Acceptable sources can be: advertiser data, agency research or third party research companies + include additional details (type of research, dates covered, etc.). 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, as judges may think the agency listed is the entering agency and would then flag the case for disqualification. However, you must still be as specific as possible about this source (time period covered, research involved, etc.)

- The Effie Awards reserves the right to check all sources provided for accuracy.

- Sourcing data is not limited to the results section. Ensure that all data, claims and facts anywhere in the entry form is correctly and completely sourced. Judges disregard any unsourced data

effie reminder: When citing data, do not list any agency names. Refer to this source as “Agency Research” and include any other relevant information (time period, type of research, etc.).
### Entry Form

- **Tell a story, start to finish.** Tell it in a natural way. Tell it in a way you'd tell a friend.”
- **Demonstrate how medium and message integrate and work hand in hand to deliver against the stated challenge and objectives.”**
- **More charts and graphs vs. words. It's easier to see results visually than in a narrative form.”**
- **Tie the communications strategy directly back to objectives and insights. Without that, it's just a media plan, not a communications strategy.”**
- **Clearly define why the objective was challenging/ambitious. Provide enough context to understand the competitive landscape.”**

### Scoring Sections

- **Be careful your KPIs don’t look like they were retrofitted. Help me understand why they were important and why they were set at that level.”**
- **Have people who are unfamiliar with your brand review your case; proof and rewrite as much as needed. Don't leave this to the last minute - it shows.”**
- **My biggest issue was that videos 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.”**
- **Relate the results back to the objectives and do so in a storytelling manner, instead of a data dump.”**
- **Lots of what, not enough why. Why do you want to increase awareness X%? What would that mean to your company/client in real-world terms? Context was missing on many of the results.”**
- **Clearly explain how you arrived at your insight and why it’s relevant to your marketing challenge.”**
- **The idea is the pivot which turns the smart analysis of the problem into a unique solution that none of our competitors could emulate.”**
- **Many entries were way over-written. Simple and succinct is better.”**
- **The best cases are extremely linear in their train of thought, present a very unique insight, and showcase their ability to correlate campaign metrics to overall success.”**

For more insight from the jury, review the Advice From the Jury resource.
**creative requirements** | creative reel

Review the separate creative reel guidance document available at:

[https://effie.org/positive-change](https://effie.org/positive-change)

**Note:**

- Judges will review your written case and then immediately watch your creative reel.
- The creative reel must showcase the work you state was integral to reaching your audience in your answers to #3 of the written case.
- No results can be included on the creative reel.
- **Judges #1 complaint about the creative reel is that it wastes time reiterating what they read in the written case rather than showing the creative work that drove the results.**
  - Make sure your creative reel showcases the creative work of your campaign / effort. Judge score for the creative reel is for the creative work only – no points are given for production values, editing effects or explanation on the creative reel. It is recommended that 75% or more of your video focus on the creative work.
Effie Worldwide is a 501(c)(3) non-profit organization 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 HQ with any questions or concerns regarding our confidentiality policies.
The Positive Change Effie Awards 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. Entrants who give permission to publish their written case may have their entry featured on the Effie Worldwide web site or Effie partner web sites or publications.

In the spirit of learning that Effie represents, we encourage you to share your case studies so that we may Make Marketing Better.

We respect that entries may have information deemed confidential. Within the online entry area, entrants are asked whether or not publishing permission is granted for the written entry. Entrants may select from the following options:

- **"YES"** - If you select yes, you agree that the written entry form may be published, reproduced and displayed for educational purposes as it was submitted, so that you may play your part in Making Marketing Better.

- **"YES - EDITED VERSION OF YOUR WRITTEN CASE"** - If you select this option, an edited version of your case study will be published, reproduced, and/or displayed for educational purposes. Entrants may supply the edited version at time of entry or at the time of finalist notification.
  - Entrants may redact sensitive data in this public version – only judges will see the original submission.
  - To facilitate this process, we encourage agencies to work with clients during the entry process to outline the specific figures/information that should be kept confidential. This option will allow you to play your part in Making Marketing Better without breaking confidentiality arrangements.

- **"UNDER REVIEW"** – If you select this option, Effie will reach out to your team if the case becomes a finalist to further discuss the publication options for your case. Entrants ultimately will have the option to not publish their written case, but to support Effie’s non-profit mission, we encourage all entrants to consider publishing at least an edited version.

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 need 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 received rights to submit it.

**Addressing Confidentiality Concerns in the Written Case**

**Judging**

Judging is done in secure locations led by Effie moderators and 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 a Beverages case.
Indexing Data

While judging is confidential and entrants may select publication permissions 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 & Materials for Publicity

The creative material 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. Creative material submitted to the Effie Awards includes your 4-minute creative reel, all .jpg images and hard copy examples of the work. The case summary is your 90-word public summary and 80-character statement of effectiveness of your case. Entrants should not include confidential information in these elements.

Addressing 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 organization 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 creative 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 video 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.

Addressing Confidentiality Concerns in the Case Summary & Statement of Effectiveness

- Entrants are discouraged from including confidential information in either element. These elements should be written for publication.

This year’s eligibility time period is January 1, 2016 - December 31, 2016 and the awards will be presented in 2017. 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 our Judge Application Form.

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 contact Eria Stoppenbach at erica@effie.org

**effie tip:** Most entrants find that indexing data in the written case works well for their teams. Make sure your entry provides category context and pre / post context to enable judges to evaluate it effectively. If you have questions, please don’t hesitate to reach out to the Effie team.
Your entry will be judged by some of the brightest and most experienced marketing business leaders across 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. Scoring is done anonymously and confidentially. In both rounds of judging, judges provide feedback on each case for the Insight Guide.

The judges’ scores determine which entries will become finalists and then those finalists that 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 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. Not all finalists become winners.

### Scoring System

Judges are asked to evaluate specific criteria in scoring a marketing case’s overall effectiveness and provide four separate scores analyzing specific attributes of the work. The breakdown is as follows:

<table>
<thead>
<tr>
<th>Category</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Strategic Communications</td>
<td>23.3%</td>
</tr>
<tr>
<td>Challenge, Context &amp; Objectives</td>
<td>23.3%</td>
</tr>
<tr>
<td>Insights &amp; Strategic Idea</td>
<td>23.3%</td>
</tr>
<tr>
<td>Bringing the Idea to Life</td>
<td>23.3%</td>
</tr>
<tr>
<td>Results</td>
<td>30%</td>
</tr>
</tbody>
</table>

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.

**Effie Tip:** 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. For example, what does a 1% increase mean in the beverages market? For the past performance of your brand?, etc.

### Round One

A Jury of marketing experts will review the cases online. Judges evaluate all elements of an entry: the written case and creative executions. Each jury member reviews a unique set of cases. Cases that score high enough to become finalists will move on to Final Round Judging.

### Final Round

Finalists are judged against other finalists within their category and, similar to Round One, all elements of each case are reviewed and scored. Final Round judges discuss finalists in the category before finalizing their scores.
Apply to Be an Effie Judge - Judge Application Form

To apply to be a judge or to nominate names for consideration, please fill out our Judge Application Form. The needs of the Effie Judge Selection Committee change on a rolling basis, in order to create well-rounded juries that represent both client and agency expertise across all disciplines. For this reason, we cannot guarantee the acceptance of all judging applicants/nominees. However, completing the application insures the suggested names are included on Effie’s list for consideration. Effie actively encourages participation across the full spectrum of the industry on juries. If you have any questions about the judging process or becoming or nominating an Effie judge, please contact positivechange@effie.org.
Two complimentary trophies are provided to each winning team – celebrating the teamwork of agency and client. 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.

If your entry is an Effie winner, you will receive certificates for all individuals (10 max) credited on the case, as listed at time of entry. These certificates will be mailed in the months following the Awards Gala.

If your case is a finalist or winner, you can purchase additional personalized trophies and certificates with your choice of credited company(ies) or individuals showcased, from the Effie Online Store. If you have any questions about trophies or certificates, please email store@effie.org.
entry requirements | credits

Company and Individual Credits may not be removed or replaced after time of entry. It is critical for your team to thoroughly review the credits before submitting. All finalists and winners are recognized on effie.org and effieindex.com.

Company Credits

- Effie recognizes the effective teamwork needed to create an effective case. You are required to credit all creative and strategic partners who contributed to the marketing communications effort. Space has been provided in the online entry area to credit eight companies. You must credit the client and at least one lead agency.

- You may credit a second agency as an “Additional Lead Agency” and they will be regarded as a second lead agency on the work and given equal recognition by Effie Worldwide. In order to be considered a co-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 information in both the Lead Agency & Client contact areas.

- Entrants are required to thoroughly review company credits at time of entry, as credits cannot be removed after time of entry. Senior leadership must sign off on the credits using the “Authorization & Verification Form,” available via the online entry system. Please confirm the spelling and formatting of other company names to insure they will receive proper credit in the Effie Index and in all forms of publicity if your effort is a finalist or winner.

- We urge you to think carefully about your partners – clients; agencies of all types including full service, media, digital, promo, PR, events, media owners; research companies; etc.

- Please review the outline of how company credits are recognized in the Effie Effectiveness Index® rankings on the following page.

Individual Credits

- Space has been provided to credit ten individuals who contributed to the case. Please credit all main client and agency team members and make sure spelling is correct. You may only credit one individual per line and all individuals must be team members (current or former) of the credited companies. You may not credit additional companies in this section. All individuals listed will be credited in the Effie Awards Journal and in the online Case Study Database.

- If you do not use all ten spaces and want to add names after time of entry, changes will only be accepted on a case by case basis. Therefore, we recommend using all ten spaces and making sure names are spelled correctly at time of entry. Effie’s policy is to honor those credited at time of entry if the case is a finalist or winner. Therefore, credits may not be removed or replaced after the entry has been submitted.
entry requirements credits & the effie effectiveness index

Company Credits & the Effie Effectiveness Index

The Effie Effectiveness 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.

1. If your case becomes a 2017 Positive Change Europe Effie finalist or winner, the credits submitted will be used to tally the 2017 Effie Effectiveness Index results. Since 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. See the detailed description on company credits and the Index rankings on the following page.

2. 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. Review effieindex.com to see how your company office has been listed in recent years.

Differences as small as punctuation and capitalization could impact how your brand / company is ranked in the Index. Please ensure that all credits are submitted correctly at the time of entry. (For example, if your agency name includes the city New York, be consistent with the listing across all entries. Select one method for all of your entries: ‘Agency New York’ vs. ‘Agency – NY’ vs. “Agency – New York”.)

Agency Office Rankings

3. Agency office rankings are compiled using the agency name, city, state and country as listed on the Credits Tab of the online entry area.

4. Whether or not the city/state/country is included in the “Agency Name” field, the Index rankings will be based off of the location of the office using the city/state/country fields. Effie encourages consistency year-to-year.

5. The agency name submitted will also be how the effort is publicly recognized if the entry becomes a finalist or winner. If your agency office prefers to be referred to with its city name in the agency name (e.g. ‘AgencyName CityName’), then agency names should be listed accordingly.

6. Be sure to guide all teams entering the competition within your office to list the company name in a consistent manner – this includes consistent capitalization, spacing, punctuation, abbreviations, etc. This will ensure all finalist/winning cases from your office location can easily be tabulated together.

Agency Network & Holding Company Rankings

7. Agency networks and holding companies are selected via a drop down in the online entry area.

8. 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 requirements | credit changes

Credit Amendment Policy

- Both company and individual credits must be thoroughly reviewed at time of entry by senior account leadership. All credits must be signed off by senior leadership on the “Authorization & Verification Form,” available through the online entry area.

- Effie’s policy is that those recognized 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.

- The Client, Lead Agency and Additional Lead Agency (if applicable) are considered final at the time of entry and cannot be removed or added after the entry is finalized and accepted by Effie Worldwide.

- Additional contributing company credits and individual credits can be added after the entry is finalized and accepted by Effie Worldwide only if the entry did not already credit the maximum number of contributing companies and individuals permitted. Credit additions require a $350 fee per change and are not guaranteed.

- All contributing company and individual credit additions or amendments must be submitted by no later than Oct. 1, 2017 and are subject to a $350 fee per change. No individual or contributing company credit additions will be accepted after Oct. 1, 2017.

- All credit requests will be reviewed and accepted at the discretion of Effie Worldwide and are not guaranteed.
entry requirements

overview

Entries are submitted online in the Positive Change Effie Awards’ online entry area. There is no need to submit hard copy entry materials at time of entry. Visit https://effie.org/positive-change for a link to the online entry area.

The following pages outline the overarching entry requirements, including the entry checklist (below), reasons for disqualification, credit information, and a brief overview of the online entry area. Detailed information regarding the entry form and creative requirements can be found in the subsequent sections.

Entry Check List

- Written Case Study (Entry Form) – Questions 1-4
- Media Addendum
- 4-Minute Creative Reel
- Creative Images for Judging
- Images for Publicity
- Online Entry Area
  - Upload Materials
  - Submit Additional Data for Research/Database Purposes
  - Agency & Client Company Contact Information & Credits
- 90-Word Case Summary
- 80-Character Statement of Effectiveness
- Publication Permission Settings

Resources to Use

- Advice From the Jury
- Case Study Samples
- Sample Cases
Entry Materials & Online Entry Area

https://effie.org/positive-change

Advice From the Jury

Review the most common critiques judges give entrants. Each of the four scoring sections is broken down to show what the judges are looking for. This help document also provides general tips on writing a clear and effective entry. Find this resource here.

Review Past Examples of Effective Work

Review sample case studies from recent winners. Additional case studies can be reviewed through the subscription-based Case Study Database.

- Effie Case Study Samples
- Be inspired by Past Positive Change Effie Winners and Finalists:
  - Europe
  - North America

Effie fosters learning on effective marketing via recognizing effective marketing and the creators of it in the Case Study Database, the Effie Index and via the Collegiate Effies.

Voice of the Judges

- See Judge Videos here.

Insight Guides

The Effie Insight Guide is a report that gives entrants the opportunity to receive feedback directly from the judges who reviewed their case. Under our banner of Making Marketing Better, some of the benefits of purchasing an insight guide:

- Gain better understanding why your entry did or did not achieve finalist or winner status.
- Improve future entries. Whether your entry is a winner or not, there are lessons to be learned from the feedback the judges provide. Judges provide feedback on both the merits of the effort itself and the way the effort was presented in the written case and creative materials.
- 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 Insight Guide can be purchased in the online entry area. The Insight Guide will be electronically distributed to the lead agency contact person, as listed on the credits page of the online entry area. Review a sample Insight Guide here. If you have any questions about the Insight Guide, please contact Erica Stoppenbach (erica@effie.org)
contact

Entering the Positive Change Effie Competition

For any questions regarding the entry process, jury advice, rules, etc., contact:

https://effie.org/positive-change

Erica Stoppenbach
VP
erica@effie.org
212-849-2756

Entering Other Effie Competitions

All other categories of the Euro Effie Awards:
euro-effie.com

Regional & National Effie Programs:
https://effie.org/worldwide/partners

Global Effie Awards:
https://effie.org/global

Judging

To apply to be an Effie Judge, please complete the Judge Application Form.

If you have questions about the judging process, please contact: positivechange@effie.org

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