Positive Change: Creative Requirements

2017 Positive Change Europe
2017 Positive Change Effie Awards – Europe
Creative Requirements

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Note: Make sure you also review the Positive Change Effie Awards Europe Entry Kit before submitting your entry. All Positive Change Effie Awards Europe entry materials are submitted online and all entry guidance, rules, jury advice and sample cases can be found here: https://www.effie.org/positive-change

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In addition to the written entry form (answering questions 1-4) and Media Addendum, entrants to the Positive Change Effie Awards must upload a 4 minute max video featuring the creative work that was integral to achieving the success.

NOTE:

• **The score judges give when reviewing the reel is solely for the creative work.** No points are given for editing effects, video production, etc. Points are deducted by judges if they do not see examples of all creative work indicated as integral in your answers to questions #3 of the written case.

• **You must include examples from the country/ies listed in your entry form.**

• **Label the country before or as the work is shown.**

• For non-English creative examples, translation must be provided on the video or as a final page uploaded with your entry form.

The Positive Change Effie Awards creative reel should showcase the creative elements 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 marketplace.

Judges are often disappointed when they are not provided with enough examples of the creative work and too much time is spent re-telling the story told in the written case study. Judges encourage spending no less than 75% of your creative reel on the actual creative work.

Creative and communication elements submitted must directly relate to your Strategic Objectives and Results, outlined in the written form. All submitted work must have run in the marketplace.

It is not required to feature on the video all items selected in the communications touch points checklist of the Media Addendum, only those integral to the case’s success that are mentioned in your written case answers to question #3. Judges will deduct points from your case if, for instance, the importance of print ads is mentioned in your written entry, but not demonstrated in the creative reel. Alternatively, creative elements that are shown in the reel, but not outlined in the written entry are also cause for down scoring. The creative reel should be created with your written answer to question #3 (in the entry form) in mind.

Create an Effective Reel: Focus on the Creative Work

The jury will read your written case before watching your reel. They know your objectives, challenge, strategy, and results, so the focus of the reel should be on showing examples of the work. The purpose of the video is to show how you brought the idea to life and for judges to experience the creative work as your audience did. You may not include results of any kind (including social metrics) in your creative reel.
Closure Statements

If you feel it is necessary, you may only include a general statement, with no numbers stated directly or implied, to provide closure to the reel. This is not required or encouraged by Effie; however, to prevent possible disqualification, the below guidelines are provided. Effie judges are advised that results in the video are a reason for disqualification and will note it in their scoring. It is best to not include any reference to results so judges can remain focused on the merits of your case, rather than potential disqualifiers. Below are examples of both acceptable and unacceptable ‘closure’ statements and other key rules to keep in mind.

✅ “Sales skyrocketed and the brand was doing better than ever.”

✅ “The brand had one of the best years yet.

❌ “Sales increased by 20%.”

❌ “We received over 10,000 likes in just 3 weeks.”

❌ “We became #1 in our category.”

Do Not Include

✅ Results of any kind – including numbers of social media likes, followers, etc.

✅ Competitive work or logos

✅ Agency names, logos or images
  - If showing news articles be careful your agency name does not appear

✅ Any stock music/images that will cause confusion over how your work ran in the marketplace.

✅ Any music/images that you do not have the rights to that did not run in front of your audience (e.g. any added music/images not original to your creative work must have rights secured)

✅ Editing effects that cause confusion with how the work ran in the marketplace

✅ Music over TV spots, videos, etc.

Must Include

✅ Examples from all country/ies listed in your entry form—“List country/ies that are included as part of this entry.”

✅ Label of the country where the work ran before or as it is shown.

✅ At least one complete example of each of the integral communications touch points mentioned in your written case* (question # 3)

✅ Any and all types of integral creative work (vital print, radio, web, direct mail, OOH, etc.)

✅ If time allows, additional examples of specific creative materials

✅ Translation on the video or in a final page uploaded with your written case of all non-English 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. Any video elements shorter than 60 seconds must be shown in full.

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 they will not interfere with the jury’s ability to discern how the work ran in the marketplace. For example, you cannot run a 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.
You must label the country where the work ran before or as the work is shown. If you are including non-English work, you must include translations either as subtitles or as an added page to your written entry form.

**Editing Down Creative Elements for Time**

You are required to show complete commercials - except where editing is necessary because of time (e.g., events, guerrilla marketing activities, sampling, branded content in TV or games, etc.). Commercial/video content longer than 60 seconds may also be edited for time, but only if this is necessary to include other creative elements. You cannot edit down creative work in order to include more backstory on your strategy, objectives, etc.

**Rights & Effie’s Publishing Policy for the Video**

*Work submitted must be original or you must have secured rights to submit it.* You cannot include any work that you do not have rights to (e.g. music/images that are not part of your creative work). However, stock music/images are allowed if you have the rights to use them. Stock music/images can only be used in ways that clearly delineate what was the work that ran in the marketplace.

**Reminder: The primary purpose of the reel is to show how you activated your idea in the marketplace.**

Effie Worldwide is a 501(c)(3) non-profit educational organization that shows the work for educational and promotional purposes of honoring effective marketing communications ideas and the successful teams (client and agency) creating them. We recommend that entrants talk to their companies about the policies for entering award shows – most award shows have the same requirements as Effie does, and this can help resolve any questions. As long as elements featured on the video are the work for the campaign/effort you are entering, you should not run into an issue. Entrants must secure rights for any added stock images/music you add to your reel that were not original to the original creative that ran in the marketplace.

Creative material becomes the property of the Effie Awards and Effie Worldwide, Inc. and will not be returned. By entering your work into the competition, the Effie Awards and Effie Worldwide, Inc are automatically granted the right to make copies, reproduce or display the creative materials, including the 4-minute video, for education and publicity purposes. If your work is selected as a finalist or winner, your creative reel will be archived indefinitely in the Effie Case Database and may be used for other purposes including, but not limited to, Awards Galas, winners reels, conferences, etc.

**Positive Change Effie Awards Creative Reel:**

- **Include Examples from all country/ies listed in your entry form– “List country/ies that are included as part of this entry.”**
- **Label the country or countries where the work ran before (or as) it is shown.**
- **Non-English creative work:** Provide translation via subtitles on the video or on a translation page uploaded as the final page of your entry form.
**Guidelines**

- Do not include results (including social metrics), competitive work/logos, or agency names/logos anywhere on the video.
- Do add subtitles or include written translation (added as the last page of your entry form) for all non-English creative materials.
- Include Examples from all country/ies listed in your entry form – “List country/ies that are included as part of this entry.”
- Label the country or countries where the work ran before (or as) it is shown.
- Bear in mind that judges during the first round of judging will watch your .mov file on a laptop and on a central screen of at least 50" x 30" during the final round of judging.

**Upload Your Creative Reel to the Online Entry Area Using the Following Specifications:**

- 1 video
- 4 minutes maximum
- 250 MB maximum
- .H264 QuickTime .mov form

**Video Resolution**

- 4:3 640 x 480
- 16:9 1280 x 720
- Letterbox 640 x 480

Finalists whose videos do not meet the requirements for use at the gala may be asked to mail in a NTSC video DVD full resolution video dub – full screen DV (720 x 480) 44K or 48K audio.
Images of Creative Work for Judging
(Required at time of entry in online entry area)

- After the judges read your case and watch the creative reel, they look at 1-2 still image examples of your creative work. Images uploaded should complement your reel and help the judges better evaluate creative elements that ran in front of your audience.

- This is an opportunity to showcase your creative work that A) is better seen as a still image vs. video format B) draw further attention to key creative elements you wish to highlight. The mediums featured in these images must have also been featured on the reel.

- One of the top complaints from judges is that entrants are not showcasing the work in these images.

- Upload 1-2 (1 required) examples of work featured on your 4-minute video that judges will benefit from also seeing as a still image (e.g. a website, print ad with extensive text, direct mail piece, etc.) or you would like to draw additional attention to. We do not recommend simply uploading a still of a video element.

  - Technical Requirements: .jpg/.jpeg, 300 dpi, 5MB (max each), RGB

- Do not include agency names or logos on any creative materials submitted for judging.

Images for Publicity
(The below is general guidance on the types of materials you may be asked to submit for publicity purposes - confirm details in the online entry area.)

- Case Image. This image should be an image that best represents your case. This image will be used in the print and digital editions of the Effie Awards Journal and will be used for promotional purposes if your case is a finalist or winner. Because the case image will be printed, please upload high-res images only.

  - Technical Requirements: .jpg or jpeg, high-res for printing, CMYK format

- 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. These images will be shown on screen at the Awards Gala and online by Effie Worldwide to promote your success. If you are unable to assemble your team for a team photo at time of entry, please upload a team photo “filler image” available in the online entry area. See past team photos here.

  - Technical Requirements: 300 dpi .jpg or .jpeg, 1000 pixels minimum wide or tall. 5MB 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 at the time you receive notification your case is a finalist.

• **Web-Ready Images of Your Work.** In order to better showcase your work on the Case Study Database, Effie is asking for 2-3 web-ready images of your work. If your case is a finalist or winner, these images will be displayed in the case study database.

  • **Technical Requirements:** 300 dpi .jpg or .jpegs, 1920x1200 px.

  Example A
  Example B

### judge advice

#### creative reel

**Judge Advice on the Creative Reel**

• "Please don't state the case study again in the video - provide a simple set up and let the work speak for itself."

• "In many cases the creative failed to live up to the story. In others, the video totally obscured the ability to view creative. It became a rehash of the story/case and a lot of salesmanship vs. a true showcase of the work."

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

• "Make sure your creative reels do not have results spelled out in them. It could ruin an otherwise worthy submission."

• "Creative reels often do not reflect all the tactics cited in the written case. Too TV-centric."

• "Most of the reels did a good job to demonstrating the work. The best cases told a cohesive story, but did not spend a lot of time on the set up given we had already reviewed the written material."

• "Don't turn the reel into a pitch – it reduces credibility."
“My biggest issue was that the 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.”

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

“The creative reel should showcase all of the work that I’ve just read about and want to see. I’d rather clearly see the different executions over hearing setup.”

For more guidance from last year’s judges, including feedback on each section of the entry form, review the Advice from the Jury document:

Jury Advice

Watch Sample Creative Reels

- Sample 1
- Sample 2
- Sample 3
- Sample 4
- Sample 5

Additional Creative Reels are also available along with a selection of complimentary case studies in the following resources:

- Positive Change Case Study Samples
contact

Entering the 2017 Positive Change Europe Effie Competition

For any questions regarding the entry process, materials, categories, rules, etc., contact:

https://effie.org/positive-change

positivechange@effie.org

212-913-9772 ext. 229

Entering Other Effie Competitions

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:
judging@effie.org

Case Study Database & Subscriptions

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