<table>
<thead>
<tr>
<th>Section</th>
<th>Title</th>
</tr>
</thead>
<tbody>
<tr>
<td>Scoring &amp; Judging Overview</td>
<td>- Scoring Section 1: Challenge, Context &amp; Objectives</td>
</tr>
<tr>
<td></td>
<td>- Scoring Section 2: Insights, Strategy &amp; Strategic Idea</td>
</tr>
<tr>
<td></td>
<td>- Scoring Section 3: Bringing the Idea to Life</td>
</tr>
<tr>
<td></td>
<td>- Scoring Section 4: Results</td>
</tr>
<tr>
<td>Top Entry Tips</td>
<td>- Top Entry Tips</td>
</tr>
</tbody>
</table>
SCORING

Judges are asked to evaluate specific criteria in scoring a case’s overall effectiveness, and to provide separate scores analysing specific attributes on the following:

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

The judges’ scores determine which entries become finalists and which finalists are awarded a Gold, Silver or Bronze Effie. Each level – Gold, Silver, Bronze, finalist – has a minimum score required in order to be eligible for advancement. It is possible that a category may produce one, two, three or four winners of any level or perhaps no winners at all.

NOTE: The Grand Effie trophy is awarded by a special jury that reviews the highest scoring gold winners of the year.
JUDGING PROCESS

Judges review 5 - 6 entries in a half-day session. Clear, concise, and cohesive entries stand out. Tell a story, linking each section of the entry form to the next. As you write, think about how you can streamline your case into an easy read for the judges.

Judges will be looking at your case with a critical eye. Think through questions they may have and address them in your case.

Judges are matched with cases that do not prove to be conflicts of interest – judges cannot score cases from a brand they work on or a competitor of that brand. It is important to provide clear context for the brand’s industry, as judges may not be aware of category nuances. Limit industry jargon & define any industry terms.

Two Phases of Judging

<table>
<thead>
<tr>
<th>Round One</th>
<th>Final Round</th>
</tr>
</thead>
<tbody>
<tr>
<td>Each judge reviews a unique mix of cases across a range of categories.</td>
<td>Finalists are reviewed against other finalists in the same category.</td>
</tr>
<tr>
<td>Discussion is limited to overall trends &amp; industry issues.</td>
<td>Judges discuss the merits of each finalist case.</td>
</tr>
</tbody>
</table>

Both Rounds

The written case is reviewed before the creative work.

Judges score each case individually.

Judges provide written feedback for each case. *This feedback may be obtained by the entrant by requesting an Insight Guide.*
“Start with the executive summary before you try to write individual sections. Get your overall story really strong, crisp, clear, and inspiring.”

“Be sure to provide context; most judges don’t know your category or what success looks like.”

“Concise written entries stand out. They are not only refreshing - they encourage high marks.”

“The entrants who build their cases from a place of honesty, authenticity, and simplicity vs. marketing jargon were really the strongest.”

“Ensure that the ‘insights’ somehow tie to a human behaviour. A data point is not an insight, it’s what the data point means to your brand, target or audience that makes it an insight.”

“Remember to go beyond just tactics, and provide detail of how you brought your idea to life. This can be through communications or something else.”

“Make sure your creative reel doesn’t just reiterate what you said in your entry. Use it to complement that information.”

“Connect results to objectives very clearly. Don’t try to fake it and write objectives to meet existing results. We can tell and will ding you for it.”

“Advertising principles should apply to case studies too: write them in a way that engages judges, focus on how your effort helped achieve your brand’s objectives and don’t over-complicate it. Less is more!”

“Check for grammar, typos, math, and inconsistencies.”
TOP ENTRY TIPS

BEFORE SUBMITTING YOUR ENTRY...

- Ask a strong writer or editor to review your case for spelling, grammar, logic flow errors, mathematical miscalculations, etc.
- Review the entry to ensure it speaks to the entered Effie category.
- Share the case with someone who doesn’t work on the brand, or even in the industry. If the case makes sense to someone who doesn’t work in marketing, it is probably a good case.
- Have senior team members on both the client and agency side review the case to ensure it is well-rounded in context and personality.
- Think about what the judges may be skeptical of & address it.
- Review formatting requirements & reasons for disqualification.
- Ensure all data throughout the entry includes a specific, verifiable source.

JUDGE ADVICE: “Write your entry not for a member of your team but for someone who knows absolutely nothing about your category, client, or client’s business problems. Take special care to answer all questions (and sub-bullets therein), as they were designed to be answered in that manner for a reason.”
TOP ENTRY TIPS

ENTERING MULTIPLE CATEGORIES

Review the definition of the category you are entering to ensure your case is eligible. Some categories require specific information to be included in your entry, and judges will deduct points if this information is not included. If you are unsure of your category, review past winning cases at effie.org or reach out to Effie with your concerns.

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 product/service category. You are not required to enter a product/service 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.

When entering multiple categories, ensure each submission speaks to the entered category. Judges evaluate effectiveness within the context of the category definition, so it is important that you clearly articulate your effectiveness in that category.

JUDGE ADVICE: “Craft your entry per category, instead of creating one case that fits all.”
ENTRY GUIDANCE

- **Challenge, Context & Objectives**
  - Section 1
  - 23.3%

- **Insights, Strategy & Strategic Idea**
  - Section 2
  - 23.3%

- **Bringing the Idea to Life**
  - Section 3
  - 23.3%
  - Creative Work Investment Overview

- **The Results**
  - Section 4
  - 30%
SCORING SECTION 1:
CHALLENGE, CONTEXT & OBJECTIVES

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

Keep in mind that judges are looking for:

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

Judges often say that if this section is weak, the entire entry weakens because the context is needed to understand how big the idea was and how profound the results were.

JUDGE ADVICE: “Telling me what your objectives were, and more importantly telling me why those objectives matter, is the difference between passing through Round One and not.”
SCORING SECTION 1:  
CHALLENGE, CONTEXT & OBJECTIVES

JUDGE ADVICE

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

“Provide context, including the significance of the business problem, goals, objectives and of course the results. It’s hard for judges to tell if a 0.3% lift is a good, or great, for your category or the given size of your business.”

“You shouldn't have 10+ objectives just because you have 10+ data points you want to share in the results section. It's clear when cases are trying to share every positive number they have, rather than focusing on what's most important to the campaign goals.”
SCORING SECTION 2:
INSIGHTS, STRATEGY & STRATEGIC IDEA

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

Keep in mind that judges are looking for:
- Who the target audience is (attitudes, behaviors, culture, etc.), and why.
- Insights. State your insights and explain how you came to them.
- An understanding of why these insights are uniquely positioned to address your challenge.
- An explanation on how the insight informed the strategy and the strategic idea, brought to life the creative execution and ultimately, the results.
- The strategic idea that drove the effort and led to a solution. *This is not your tagline – it is the core idea that drove your effort and led to your results.*

**JUDGE ADVICE:** “The idea needs to tie directly back to the consumer insight and not be the tactical execution that was deployed. The idea needs to be **crisp**, but also tell the judge enough detail so that it is **easy to understand** how the team arrived at this idea and why it is **meaningful** to the brand and campaign.”
Scoring Section 2:
Insights, Strategy & Strategic Idea

Judge Advice

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

“The idea is the pivot which turns the smart analysis of the problem into a unique solution that none of our competitors could emulate. Too many idea statements were generic and displayed no deep consumer understanding.”

“Really bring your insight to life. How did you find it? Why is it an insight and not just a piece of information about your target or your challenge? How does that insight relate to what else is happening in the category, or what is happening with the consumer? How is your brand uniquely positioned to take advantage of that insight?”
SCORING SECTION 3:
BRINGING THE IDEA TO LIFE
Section 3 + Creative Work + Investment Overview

In this section, entrants should articulate how the idea was brought to life. Ensure your response details the ‘why’ behind your choices.

Keep in mind that judges are looking for:

- Articulation of what levers you used to bring your idea to life. This may be 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 etc.
- A strategy goes beyond just tactics.
- There needs to be a clear, direct connection between the objectives and insights and execution of the idea.
- The importance of touchpoint used for the case, and how each was used – why were these right for your audience and idea? Why did you choose these over others?
- A clear depiction of how the effort was executed in the public marketplace. Was there a ‘path’ consumers were meant to go on, and what was it?

Investment Overview:

- Entrants will provide details on owned/earned/paid media, sponsorships & partnerships, and touchpoints in the Investment Overview.
- Use the Budget Elaboration field to provide additional context for judges.

JUDGE ADVICE: “Integrate the strategy and show how it links to the full execution as well as, potentially, how it evolved with the effort.”
The creative reel is your place to show examples of your work – not repeat the written case.

Judges are required to review the written case before watching the creative reel – use the creative reel to showcase your creative work & complement your response to Section 3.

No results may be included in the creative reel.

Keep in mind that judges are looking for:

⚠️ At least one complete example of each integral touchpoint.
⚠️ The strategic idea in action – how it was brought to life.

JUDGE ADVICE: “The creative reel should showcase all of the work that I've just read about and want to see. I would rather clearly see the different executions over hearing setup.”
SCORING SECTION 3:
BRINGING THE IDEA TO LIFE
Section 3 + Creative Work + Investment Overview

JUDGE ADVICE

“Too many people focused only on the creative execution. Talk about how you reached your audience in effective ways in the same breadth and depth that you talk about the creative idea.”

“With so many channels available to marketers now, part of the challenge is conveying how you achieved reach across them. How and why did you place importance on some over others?”

“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.”

“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.”
SCORING SECTION 4:
RESULTS

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

💡 Explain how the results impacted brand and the brand’s business.
💡 Make a compelling argument around why marketing led to the results achieved.
💡 Provide context with historical data, industry benchmarks, competitors, etc.
💡 If you achieved additional results, explain what they were and why they are significant.
💡 Eliminate or attribute other factors that could have contributed to your success.
💡 When key metrics are withheld without explanation, judges may assume it is because the results were weak.

JUDGE ADVICE: “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.”
Entries range from small cases to nationwide blitzes. Judges take into account the environment in which each case exists. It is important to include category and year-over-year context, as judges may not be knowledgeable of the nuances of your particular category. For example, a small percentage move in a highly segmented, high volume category may be more difficult to achieve than a large percentage change in another category. Explain your situation to the judges.

Charts and graphs are useful tools to present your data clearly. If needed for confidential reasons, proof of performance may be indexed or provided as percentages. If you cannot provide certain business results, explain why you cannot or why they are less important. Think through creative & meaningful ways to present the significance of the results you cannot share. For example, the results achieved were the equivalent of opening up a new 200,000 square foot store in the region.
SCORING SECTION 4: RESULTS

JUDGE ADVICE

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

“There was a significant amount of obvious hyperbole and loose connection to strategic goals. Entrants should focus on using the results to tie up their story in a neat bow.”

“Think through the logic flow of your entry to ensure that everything leads the judges to the right KPIs and results.”

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

“Admit more and provide real-world context: give credit to things like economic trends in addition to your campaign. You'll gain credibility by being honest about all the factors that created success.”
Wishing you success in this year’s competition!

Entry Questions? email effieuk@effie.org

Disclaimer: The insights presented in this guide come directly from the jury. These statements do not represent the opinions of The Effie® Awards organisation, board of directors, steering committee, or staff – all comments and data presented – except for the specified Effie advice – are straight from the industry executives who dedicated their time to serve on an Effie Jury.