

entry kit



effie **AWARDS**

SOUTH AFRICA

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Welcome

Effie's mission is to lead, inspire and champion the practice and practitioners of marketing effectiveness and we take great pride in hosting the first globally recognised marketing effectiveness awards programme in South Africa in 2020. The ACA has at all times championed effectiveness in marketing and communications and the incredible work developed and executed in our market. It is with great excitement that we officially launch the 2020 season of Effie South Africa, and look forward to catapulting our local profession into the global arena. The Effie Awards is the world's most sought after and recognised marketing effectiveness award, and from 2020, South Africa's most effective campaigns will join the ranks and be recognised globally as having delivered what truly matters – results. Each year, the Effie Awards are presented to the most effective marketing communications cases that have delivered superior results in meeting or surpassing the objectives they were designed to achieve.



Mathe Okaba
Chief Executive Officer
*Association for
Communication and
Advertising*

First founded in 1968, the Effie Awards has become an international symbol of achievement that exemplifies successful marketing. Today, the Effie Awards is awarded in over fifty countries worldwide, at the national, regional and global level.

The opportunity now exists to benchmark against the most effective work from all over the world. We invite all agencies and marketers to enter the programme in order to expose and celebrate their work that worked. There is no strict definition of effectiveness within the Effie programme. The Effie Awards recognises all forms of effectiveness—awareness, sales, behaviour, etc. The determining criteria for measuring effectiveness will be considering how challenging the objectives were, and the significance of the results achieved against those objectives.

HELPFUL RESOURCES


I encourage you to visit effie.org to find advice from past juries, entry webinars and sample case studies. As a longer-term resource, sign up to receive an Insight Guide.

Please participate in judging by applying to be a judge on the website, www.effieawards.co.za, when the application process starts in March. I look forward to seeing many of you, if not all, at the Effie Summit and the Effie Gala to celebrate and honour your achievements in October 2020.

Please do not hesitate to contact the Effie Committee with any questions on email info@effieawards.co.za. We are here to help.

It is my pleasure to invite you to participate in the 2020 Effie Awards competition. All the best.

Ke a leboga,



entry basics

deadlines & fees

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ENTRY DEADLINES & FEES – create a table for pricing! Right align numbers

	DATE	ENTRY PRICE - ACA MEMBERS	ENTRY PRICE - NON-ACA MEMBERS
ENTRIES OPEN Tuesday, 18 February			
Deadline 1: Early Bird	Tuesday, 05 May at 12:00	7 500	8 250
Deadline 2: On-time	Thursday, 18 June at 12:00	9 375	10 313
Deadline 3: Last Minute	Thursday, 09 July at 12:00	14 063	15 469

- Product/ Service Category:
 - Automotive, Finance, Beverages – Alcohol, Electronics, Retail + more
- Specialty Category:
 - Brand Experience, Media Innovation, Small Budgets +more

Insight Guides provide feedback from the international judges who scored previous submissions.

More information on fees, discounts, and withdrawing entries can be found in “payment guidelines”.

entry basics

eligibility & rules

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All marketing efforts that ran in **South Africa** at any point between **1 February 2019 to 31 March 2020** are eligible to enter.

- Any and all marketing cases, whether **full campaigns or unique efforts within a campaign** are eligible to enter. You may submit any one or any multiple combination of mediums – any examples of work that demonstrate how you tackled your objectives. You must detail the “why” behind the strategy and provide proof that your work achieved significant results.
- **Do not include results after 31 March 2020.** This will result in disqualification.
- Data presented must be isolated to South Africa.
- 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 and results. Keep in mind that not all judges are knowledgeable of the nuances of your brand’s industry.
- Effie South Africa does not accept test efforts into the Effie Awards competition.
- A single effort cannot be submitted as different entries in the same category by different organisations. Teams must collaborate on a single entry. Different teams may take the lead on entering the same work in different categories.
- The Effie Awards reserves the right to re-categorize entries, split/redefine categories and/or refuse entry at any time.

SPECIAL CIRCUMSTANCES

- If your effort **LAUNCHED 15 to 31 January 2019**, or **CONCLUDED 1 to 23 April 2020**, you may include data and creative work from those time periods. To be eligible for this grace period, your effort must have also run within the standard eligibility period (1 February 2019 – 31 March 2020).
- **Sustained Success:** At a minimum, entries in the Sustained Success category must include results that date back to 1 April 2017. Results must be provided through the current competition period. Refer to the **Sustained Success category definition & entry form** for further information.

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eligibility & rules

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ENTERING MULTIPLE CATEGORIES

You may enter an effort into **a maximum of 4 categories, with no more than 1 product/service and no more than 4 in speciality categories.** You can either enter 1 product/service category and 3 speciality categories or no product/service category but 4 speciality categories. You will need to submit a separate entry and pay separate entry fees for each category submission for an effort.

Each entry should be customized 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.

The Effie Awards reserves the right to re-categorize entries, split/redefine categories and/or refuse entry any at any time.

entry basics

payment guidelines

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.

Deadlines (and their associated fees) do not “close” until 12:00pm (midday) on the dates indicated.

ACCEPTED PAYMENT METHODS

Entrants may pay for their entries via **EFT** or **credit card** (AMEX, Mastercard, or Visa) through the payment gateway.

All payments are due on submission of entry.

REFUNDS & WITHDRAWING AN ENTRY

Entries are **non-refundable** after submission. If you need to withdraw your entry, please email payments@effiawards.co.za with a written request to withdraw the submission.

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resources

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EFFECTIVE ENTRY GUIDE

Review the most common feedback international judges have given 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.

Find this resource [here](#).

CASE STUDY SAMPLES

Review sample case studies from recent winners [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

entry form & requirements

overview

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Entries are submitted online in the Entry Portal at <https://effie-southafrica.acclaimworks.com>.

Download the [Entry Form Guide & Template here](#).

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 & STRATEGIC IDEA (23.3% of score)

This section prompts you to explain your strategic process and thinking to the judges. Your 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 – including your creative, communications and media strategies and the creative work itself. Judges are looking to understand why you chose specific media channels and how they relate to your strategy and audience.

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 additional items [here](#).

The following pages outline additional information & requirements that will be helpful to review when preparing your submission.

entry form & requirements

top tips

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TOP ENTRY TIPS FROM PREVIOUS JUDGES

1. “Start with the executive summary before you try to write individual sections. Get your overall story really strong, crisp, clear, and inspiring. Don’t try to write the rest of the entry until you’ve done that. Keep that summary in front of you and take anyone contributing to a section of the entry through it and make sure they’re as clear as you are about the overall story!”
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](#).

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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 SA eligibility rules.** Data presented must be isolated in South Africa. The Effie SA eligibility period for all categories is **1 February 2019 – 31 March 2020 (all categories) and for Sustained Success category it is from 1 April 2017 to 31 March 2020. No results after 31 March 2020 may be included.** Data prior to the eligibility period may be included for context. See the [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, media addendum, creative reel, creative images). **Do not include any agency names in your sources.** 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 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, screengrabs 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. Please note this is for publishing purposes only and not for judging purposes.
- **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 have 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.** To be specific, 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.

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: TO PROVIDE JUDGES WITH EXAMPLES OF THE CREATIVE WORK THAT YOUR AUDIENCE EXPERIENCED.

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 Media Addendum. 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, etc.).**
- **No results (of any kind) may be included.**
- **3-minute maximum**
- **30-second edit of the 3-minute**

The creative reel should showcase the creative that brought the big idea to life. **Judges are often frustrated when reels do not show enough examples of the creative work and too much time is spent re-telling the story told in the written case study.**

Judges are required to read the written case before viewing the creative reel, so it is not necessary to repeat your written case. Any set-up or explanation may not interfere with the judge's ability to review sufficient examples of your creative work. Creative and communication elements submitted must directly relate to your Strategic Objectives and Results outlined in the written form and must have flighted in the marketplace.

You do not need to feature all items selected in the communications touch-points checklist, only those integral to the case's success that are explained 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. The creative reel should complement your response to Question 3.

Because the judges read the written case first and the focus of the reel is on the creative work, no results – hard or soft – may be included in the creative reel. Judges are aware that results are not allowed in the reel and express frustration when entrants submit reels with statements that reference results.

The time limit for creative reels is 3 minutes. Reels are not required to be a full 3 minutes. Entrants must showcase at least one complete example of each integral communications touchpoint – additional examples are encouraged where helpful to judges in evaluating the creative work. Additionally, please provide a 30 second version of the 3 minute reel.

“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.”

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creative reel

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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 stock music/images that did not run in the original creative that you do not have the rights to include.
- Editing effects that cause confusion with how the work ran in the marketplace, e.g. music or voiceover added on top of TV spots.

MUST INCLUDE

- At least one complete example of each of the integral communications touchpoints mentioned in the written case (question 3)* - includes any type of work (print, radio, web, OOH, TV, etc.)
- If time allows, additional examples of specific creative materials
- Translation for non-English work for publishing purposes

* 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 60 seconds or shorter must be shown in full.

STOCK IMAGES & MUSIC THAT DID NOT RUN IN YOUR CREATIVE WORK

Do not add music/stock images that did not run in your original creative work to your reel unless you secure the rights to include those supplemental materials.

In regards rights/licensing for talent/music that ran as part of the original creative work, we recommend that entrants talk to their company when entering about the policy 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 reel are the work for the campaign/effort you are entering, you should not run into an issue with rights/licensing.

SUSTAINED SUCCESS SUBMISSIONS

- 4-minute maximum
- Sustained Success entrants must feature work that ran in the initial year (initial year is either: (A) year case started or (B) at least prior to 1 April 2017 at least one interim year, and the current competition year (1 April 2019 - 31 March 2020).
- Clearly mark the **year the work ran** in the marketplace **before (or as) the work is shown** on the reel.

entry form & requirements

technical

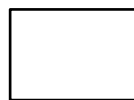
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GUIDELINES

- 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 for judging purposes.
- 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.

SPECS

- 1 creative reel file per entry
- 3-minute maximum
 - Note: Sustained Success cases may be up to 4 minutes in length. Review the **Sustained Success** section for additional creative reel requirements. Check hyperlink
 - 30 second edit of the 3 or 4 minuter
- 250 MB maximum file size
- .mp4 format
- Resolution



640 x 480

4:3



1280x 720

16:9



640 x 480

Letterbox

- Finalists whose videos will not meet the requirements for use at the gala may be asked to mail a NTSC video DVD full resolution video dub – full screen DV (720 x 480) 44K or 48K audio.

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images

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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, they review images 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.

It can be helpful to provide images of work best seen as a still image (e.g. website, print ad, 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 (minimum 2 required) 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 was that entrants were not maximizing the opportunity to showcase the work in these images.

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 Supplement, 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 South Africa to promote your win.
 - **Technical Requirements:** 300 dpi .jpg or .jpeg, 1000 pixels minimum wide or tall. 15 MB max.
- **Creative Examples from Judging.** The Creative Work provided for judging (Creative Reel, Images of Creative) will also be used for publicity purposes.

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credits

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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 effort. Think carefully about your partners – clients, agencies of all types including full service, media, digital, promo, PR, events, media owners, etc.

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 South Africa. 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 may be listed in the [Case Study Database](#) and the [Awards Supplement](#).

Secondary Individual Credits (10 max.): Entrants may credit up to ten additional individuals from any of the credited companies and these individuals may receive recognition in the [Case Study Database](#). Due to space restrictions, they will not appear in the [Awards Journal](#).

CREDIT AMENDMENT POLICY

- **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 after the final entry date.**
- **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 “Authorization & 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 **R3 000 fee** per change. **No credit edits/additions are permitted after 24 April 2020.**

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entry contacts

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Effie collects contact information at each credited company. All contacts may be added to Effie's mailing lists, which can be unsubscribed from at any time. Contacts may be considered for Effie judging. 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/data quality issues, finalist & winner notifications, etc. If you need to transfer an entry to a different person, please email info@effieawardssa.co.za.

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 finalist. 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 finalist. 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 finalist.

CLIENT

CLIENT MAIN CONTACT

This contact will be sent a congratulatory note, along with key information about celebrating their success, if the case is a finalist. 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 finalist.

CONTRIBUTING COMPANY

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 finalist. Effie may also reach out to this contact if there are any questions regarding their company.

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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 an 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. Review [last year's rankings](#).

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 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

- 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.

publication & confidentiality

publication

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Effie Worldwide is a 501(c)(3) and the Association for Communication and Advertising NPC Registration Number 1971/008178/08, host of Effie South Africa programme are non-profit organisations 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, you can refer to Effie's policies on confidentiality and the publication of submissions in the following pages. Entrants are encouraged to reach out to ACA with any questions or concerns regarding our confidentiality policies.

publication & confidentiality

confidentiality concerns

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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 Supplement, 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 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 elements (music that did not run with the creative in-market, added stock imagery not used in-market, etc.).

publication & confidentiality

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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 1 February 2019 – 31 March 2020 and the awards will be presented in October 2020.

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.

Please apply to be a judge from 16 March 2020 when the applications open.

The Effie 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 info@effieawards.co.za.

judging

scoring

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Your entry will be judged by some of the brightest and most experienced business leaders in South Africa. 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 for the Insight Guide.

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 analyzing specific attributes of the work.

The breakdown is as follows:

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

Judges 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 approximately 8-12 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 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 finalizing their scores.

judging

grand effie

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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.

Finalist notifications will be sent on 10 September 2020. Winners will receive additional information about celebrating their success at that time.

There will be two Effie events in 2020, the Effie Summit on 7 October and the Effie Gala on 8 October at the Houghton Hotel.

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.

Winning teams are offered complimentary certificates for all individuals (10 max) credited on the case, as listed at time of entry. Credited individuals may claim their complimentary certificate after the awards gala using the ACA Online Store.

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.

categories

structure

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FOUR (4) CATEGORY LIMIT

To honor even more great work, efforts can be entered into a maximum of four (4) 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 – you may enter four specialty categories instead.

- Each entry should be customized to speak to the specifics of each entered category whenever applicable. Judges are often frustrated when an entry clearly wasn't tailored for the category they are reviewing.
- You will need to complete a separate entry form and pay the entry fee for each additional category.
- The Effie Awards reserves the right to re-categorize entries, split/redefine categories and/or refuse entry any at any time. Test market entries are not eligible for the Effie Awards South Africa competition.

PRODUCT & SERVICE CATEGORIES

There are over 30 Product and Service Categories to choose from. 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 entries@effieawards.co.za

You may only enter one product/service category per effort.

SPECIALTY CATEGORIES

The Specialty Categories are designed to address a specific business situation or challenge. There are over 30 specialty categories, with focuses on audiences, business challenges, health, media, and industry trends.

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.

categories

faqs

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- **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 email entries@effieawards.co.za with a brief synopsis of the case, examples of the creative, and the categories you are considering.

- **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 an 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 honor more great work.

- **Do I need to use a special entry form for my category?**

There are five entry forms for the 2020 competition:

- 1 Main Entry Form
- 2 Marketing Innovation Solutions Category Entry Form
- 3 Positive Change : Environmental Category Entry Form
- 4 Sustained Success Category Entry Form
- 5 Commerce & Shopper Category Entry Form

categories

category outline

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PRODUCT & SERVICE CATEGORIES

Agricultural, Industrial & Building
 Automotive - Aftermarket
 Automotive - Vehicles
 Beauty & Fashion
 Beverages - Alcohol
 Beverages - Non-Alcohol
 Culture & The Arts
 Electronics
 Entertainment & Sports
 Finance
 Fitness & Wellness
 Food
 Government, Institutional & Recruitment
HEALTH
 Healthcare - OTC
 Healthcare - Rx - Consumer/DTC
 Healthcare - Rx - Devices
 Healthcare - Rx - Professional
 Healthcare Services
 Home Furnishings & Appliances
 Household Supplies & Services
 Insurance
 Internet & Telecom
 Leisure & Lifestyle
 Media & Entertainment Companies
 New Product or Service Introduction
 Office & Delivery
 Personal Care
 Pet Care
 Professional Services
 Restaurants
 Retail
 Snacks & Desserts
 Software & Apps
 Transportation
 Travel & Tourism

SPECIALTY CATEGORIES

Brand Experience: Live, AR/VR/Digital, Live + AR/VR/Digital
 Brand Integration & Entertainment Partnerships
 Branded Content & Entertainment
 Business-to-Business: Products, Services
 Carpe Diem: Products, Services
 Corporate Reputation
 David vs. Goliath
 Direct to Consumer
 Engaged Community
 Marketing Disruptors
 Marketing Innovation Solutions
 Multicultural: Products, Services
 Renaissance
 Seasonal Marketing: Products, Services
 Small Budgets: Non-Profit, Products, Services
 Sustained Success: Products, Services
 Topical Marketing (Current Events)
 Youth Marketing

COMMERCE & SHOPPER

Brand Experience
 Category/Aisle Evolution
 Challenger Brand Solution
 Data-Driven
 E-Commerce
 Media Innovation
 Multi-Brand Shopper Solution
 Multi-Retailer Programme
 New Product/Service Introduction
 Omni-Channel Shopper Solution
 Seasonal/Event
 Single-Retailer Programme: Mass Merchants, Supermarkets, Drugstores, Other

HEALTH

Disease Awareness & Education: Charitable/Research Funding; Non-Profit; Pharma/Corporate

MEDIA

Data-Driven
 Media Content Partnerships
 Media Idea
 Media Innovation: Emerging & New Channels, Existing Channels

POSITIVE CHANGE

Environmental: Brands, Non-Profit
 Social Good: Brands, Non-Profit

categories

structure

CATEGORY LIMIT

To honor 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, and you may only enter up to two Commerce & Shopper categories. You are not required to enter a product/service category or a Commerce & Shopper category – you may enter four specialty categories instead.

- Each entry should be customized 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 wasn'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 reserves the right to re-categorize entries, split/redefine categories and/or refuse entry any at any time. Test market entries are not eligible for the Effie Awards United States competition.

PRODUCT & SERVICE CATEGORIES

There are over 30 product and service categories to choose from. 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 entries@effieawards.co.za.

You may only enter one product/service category per effort.

SPECIALTY CATEGORIES

The Specialty Categories are designed to address a specific business situation or challenge. There are over 40 specialty categories, with focuses on audiences, business challenges, health, media, shopper marketing, and industry trends.

When entering into any of 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.

categories

product & services category definitions

- **Agricultural, Industrial & Building.** All related products, materials, tools and services.
- **Automotive - Aftermarket.** Gasoline, motor oil, tyres, batteries, paint, quick-lube, oil change, muffler, transmission, windshield wipers, enhancements, etc.
- **Automotive - Vehicles.** Cars, trucks, motorcycles, vans. Both brand and model advertising.
- **Beauty & Fashion.** Includes cosmetics, fragrances, hair products, nail products, subscription boxes, jewelry, brands of clothing, handbags, accessories, eyewear, shoes, etc. Includes services such as salons, spas, style services, etc. *(For personal care items, please see the Personal Care category.)*
- **Beverages - Alcohol.** Beer, champagne, liquor, wine, hard seltzers, wine coolers, etc.
- **Beverages - Non-Alcohol.** Diet and non-diet soda, coffee, tea, juices, milk, milk substitutes, bottled water, sparkling water, etc. *(For energy drinks, please see the Fitness & Wellness category.)*
- **Culture & The Arts.** Museums, plays, immersive experiences, music organisations and festivals, concert series, cultural festivals, theater festivals.
- **Electronics.** TVs, radios, mobile devices, home entertainment, laptops, tablets, cameras, computer hardware, game consoles, drones, external or integrated VR/AR devices, sound systems, etc. Electronic devices may be aimed at consumers or businesses.
- **Entertainment & Sports.** Includes all forms of entertainment, e.g. video games, movies, TV shows, podcasts, games, toys, entertainment apps, etc. Sporting events such as the Super Bowl, sports teams, etc.
- **Finance.** Financial products and services including: communications promoting overall image and capabilities of a financial institution; specific products or services including credit/debit cards, reward/loyalty cards, financial planning, mobile payment services, retirement funds, investment, home banking, loans, mortgage, mutual funds, etc.
- **Fitness & Wellness.** Unregulated products/services focused on consumer health and/or promoting a healthy lifestyle. Includes digital health products, fitness trackers, health/fitness apps, exercise equipment, nutraceuticals, vitamins, energy bars and drinks, etc.; fitness studios; weight loss and fitness programmes/camps, training camps and facilities, etc.
- **Food.** Fresh, packaged and frozen foods. *(For snacks & desserts, please see the Snacks & Desserts category.)*
- **Government, Institutional & Recruitment.** Municipal or state economic development, lotteries, utilities (i.e. electricity conservation messages), membership drives, educational institutions/organisations, armed forces marketing communications. Includes political messages and special interest/trade group communications.

categories

product & service definitions

- **The Health & Services.** Health Effies honor effective marketing within the healthcare industry. Please note the OTC, Services, and Rx categories are considered Product & Service categories, while the Disease Awareness & Education categories are considered Specialty categories. Entrants may only submit an effort into one Product & Service category.

Health Effie submissions will be evaluated by health marketing executives in both Round One and Final Round Judging.

- Review the **Effective Entry Guide: Health** for help in preparing entries for these categories.
- Questions about the Health Effies? Email health@effie.org.

- **Healthcare – OTC.** Efforts for products that are sold without a prescription that address specific health conditions. Efforts may be targeted to healthcare professionals, patients and/or consumers. Only products that address a specific health condition should enter this category – there are separate categories for **Beauty**, **Fitness & Wellness**, and **Personal Care** efforts.

- **Healthcare - Rx - Consumer/DTC.** Efforts for prescription required drugs that are directed to patients and/or consumers. Entrants must detail any regulatory challenges that impacted the effort.

- **Healthcare - Rx – Devices.** Efforts that were developed for devices that address specific health conditions that require a prescription for surgical placement, use or purchase. Efforts may be targeted to healthcare professionals and/or patients. Entrants must detail any regulatory challenges that impacted the effort.

- **Healthcare - Rx – Professional.** Efforts for prescription-required drugs and other healthcare products that are directed to healthcare professionals. Entrants must detail any regulatory challenges that impacted the effort.

- **Healthcare Services.** Efforts that were developed for hospitals, health insurance companies, referral services, dental and medical care services, pharmacies or chronic care facilities. Efforts may be targeted to healthcare professionals, patients and/or consumers.

SPECIALTY CATEGORIES

- **Disease Awareness & Education.** *Note: Disease Awareness & Education efforts must enter one of these categories – they may not enter **Positive Change**.*
- **Charitable/Research Funding.** Efforts dedicated to generating funding/donations/support for research, treatment and care of specific health conditions.
- **Non-Profit.** Public health and non-profit cause marketing efforts produced to raise awareness/education about specific health conditions. Efforts may be targeted to healthcare professionals, patients and/or consumers.
- **Pharma/Corporate.** Brand/client efforts designed to educate and/or promote health awareness. Efforts may be targeted to either healthcare professionals, patients and/or consumers.

categories

product & service category definitions

- **Home Furnishings & Appliances.** Kitchen and laundry appliances, air conditioners, carpeting, furniture, decorator's supplies, paint, wallpaper.
- **Household Supplies & Services.** Cleaning products, waxes, detergents, floor-care products, fabric softeners, paper products, domestic services, mowers, fertilizers, lawn care, gardening services.
- **Insurance.** Communications promoting specific products or services related to insurance and the capabilities of financial institutions offering these services. All types of insurance are eligible (home, auto, financial, life, travel, business, etc.), with the exception of health insurance service providers – efforts for health insurance companies must be submitted into **Healthcare Services**.
- **Internet & Telecom.** Mobile network providers, high speed internet access services, online services, bundled communications (internet, telephone, and TV), etc.
- **Leisure & Lifestyle.** Products and services aimed at hobbies, leisure, and recreation, including, but not limited to: dating services/apps, personal development/improvement programmes/apps, genetics/ancestry testing services, sporting and camping goods/services, etc.
- **Media & Entertainment Companies.** TV networks, streaming services, websites (entertainment, lifestyle, news, trade, etc.), magazines, newspapers, consumer or trade media, radio stations, broadcasters, etc.

- **New Product or Service Introduction.** Any communications effort used to introduce a new product or service that is not a line extension. Brand new products or new products in a new category are eligible.

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.)
- A derivative product that adds or modifies features without significantly changing the price
- Products that bear the same brand name and offer the consumer varied options (e.g. Diet version of drink)

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 sustained success, etc.

- **Office & Delivery.** Delivery: Overnight delivery, package tracking, international service, etc. Office: Printers, copiers, supplies, office furniture, etc.
- **Personal Care.** Soap, dental products, face & body lotions and cleansers, cotton swabs, deodorants, feminine hygiene products, razors, shaving cream, etc. *(Items focusing on beauty should be entered in the Beauty & Fashion category.)*

categories

product & service category definitions

- **Pet Care.** Animal care products and services of all types, including food, toys, veterinary and boarding services, training, breeders.
- **Professional Services.** Includes Business/Professional services such as accounting, consulting, legal, employment, real estate, etc.
- **Restaurants.** Quick service, casual dining, mid-scale, white tablecloth and other restaurants. Any type of restaurant may enter.
- **Retail.** Open to all retail companies (online and/or brick & mortar) with general or specific merchandise. E.g., department stores; clothing, shoes or jewelry stores; food stores; movie/book stores; discount/bulk retailers; pet care; toy stores; specialty stores; etc.
- **Snacks & Desserts.** Ice cream, sweets, chips, cookies, bakery items, nut, fruit & vegetable snacks, popcorn, etc.
- **Software & Apps.** Software, groupware, operating systems, SaaS/IaaS and Cloud based services, software/apps stored locally on a computer/tablet/mobile device, etc.
- **Transportation.** Air, train, bus, taxi, rideshare services, , bike shares, car rentals, ferries, etc.
- **Travel & Tourism.** Cruises, hotels, resorts, amusement parks, travel websites and booking services, travel tours, tourism campaigns, etc.

categories

specialty category definitions

- **Brand Experience**

- Brand Experience: Live
For live event brand experiences
- Brand Experience: AR/VR/Digital
For augmented/virtual reality/digital brand experiences
- Brand Experience: Live + AR/VR/Digital
For brand experiences that include both live event, and augmented/virtual reality/digital components

This category is not for efforts that focused on TV, radio or print ads to connect with an audience. It is meant to showcase how you can create a brand experience beyond traditional advertising. Work that truly brought a brand or product to life and interacted with a specific audience to achieve desired objectives should be entered. You may have re-invented the product demo, re-imagined the pop-up store, or led a “brick and mortar” retail overhaul; you could have created a new game, an alternate or virtual reality experience or interactive/immersive film experience that effectively showcases a new product or brand personality – it could have been anything. As long as you can prove it truly came alive and worked. The winners of this award will show how advertisers are reaching out to their audiences to establish meaningful relationships, memorable, engaging experiences, and unique connections with their brands.

Entrants in the Brand Experience category must address how the brand experience related back to the overall brand strategy.

- **Note:** As with all Effie categories, you can enter whether your work brought the brand to life as the entire marketing effort or as part of the larger marketing programme.
- **Note:** Judges will expect to understand the ‘participation’ in the experience as a core factor.

- **Brand Integration & Entertainment Partnerships.** This award will honor those brands that have effectively reached their audience via strategic integrations & entertainment partnerships. Submissions should detail how the brand was seamlessly interwoven within the right content in an engaging way. Detail the strategic reasoning behind the partnership – why was this partner chosen over others? Clearly detail the selection process of the partner, and explain how this partnership led to the results that met the objectives of the brand.

- **Branded Content & Entertainment.** This category is for efforts that effectively reached their audience through the creation of original branded content that is not advertising. The core of a branded content entry should be content designed to be consumed/experienced and sought out by the consumer for entertaining or informative reasons. Entrants must detail the content created, how it related back to the overall brand and business goals, how it was distributed to, and shared by, the audience, and the results it achieved for the brand and business. Branded content may be produced and distributed by either publishers or independently and can include longform entertainment.

- **Note:** Judges will expect to understand why branded content was chosen as a tactic.

- **Business-to-Business**

- Business-to-Business – Products
- Business-to-Business – Services

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.

categories

specialty category definitions

- **Carpe Diem**
 - Carpe Diem – Products
 - Carpe Diem – Services

This category is looking for those brands that had the insight to know how and when to “throw a stone into a pond” and maximize the ripple effect from that initial throw.

The cases entered into this category will show how to put a brand or product/service in an intensely bright spotlight to create immediate and measurable impact.

Winners will represent those who had the insight and creativity to craft those unexpected and unconventional moments for a brand. The best examples will see live experiences, moments, stunts, and tactics, online & offline, perhaps amplified through PR, social media, digital engagement, or even the use of content created in the moment to fuel paid campaigns.

This category spotlights those effective strategic efforts that were able to generate real desired results as a direct outcome from a **single significant moment of activity**.

- **Corporate Reputation.** This category is for communications that promote corporations, not exclusively their products. Includes sponsorships, image & identity. In addition to presenting metrics related to the reputation, entrants are encouraged to also address how these metrics relate to the business of the brand and why they are important.

- **David vs. Goliath.** This is an award for smaller, new, or emerging brands:

- making inroads against big, established leaders
- taking on “sleeping giants”
- moving into a new product/service field beyond their current category and set of competitors to tackle a dominant leader

Entrants must detail the business challenge, the competitive landscape, and how their business succeeded despite the odds. You are required to define your competitive landscape, including the market difference between the David and Goliath to demonstrate why your brand was a David.

Judges will deduct from your case if you do not sufficiently prove that your brand is a David in the situation.

- **Direct to Consumer.** This category is for effective marketing efforts from direct to consumer (DTC) businesses. DTC efforts for any type of product or service, from any marketplace segment, are eligible to enter.
- **Engaged Community.** This category is about managing effective, engaged communities. Entrants will be brands that are creating content, experiences, platforms, news, etc. that get their communities to grow, engage, share, act or amplify messaging in a way that directly relates to the brand’s goals. Entrants will need to state clearly how they managed the community, how they defined effectiveness around the community, what they specifically achieved, and **why the engaged community was significant for the development of the brand/business**.

categories

specialty category definitions

- **Marketing Disruptors.** This award is for efforts that grew their business / brand by changing the marketing model in ways that drive the industry forward. A marketing disruptor of any size can enter. Entrants must detail the marketing challenge, the competitive landscape and how they succeeded by changing the existing marketing model for the brand / category.
- **Marketing Innovation Solutions.** In this category, single marketing activities or entire marketing programmes will be awarded. You can submit any action or business idea that has had an exceptionally positive impact on the market position of a brand, product or service. If communication was a significant element of marketing mix, work should be submitted in another competition category of Effie.

Examples of eligible activities in this category include: product innovation; change in packaging, both in terms of its appearance and size; design, technology or ux innovation; consumer involvement in product development; introduction/change of a loyalty programme, introduction of a new distribution channel, etc. Note: There is a special entry form for the category.

- **Multicultural**
 - Multicultural – Products
 - Multicultural – Services

Any effort whose success was dependent on effectively connecting with a specific cultural group. If the entry had multiple audiences, it is necessary to demonstrate results for the specific audience detailed in the entry.

Identify any elements in the creative work or strategy that are specifically directed to this community and any relevant cultural differences, dynamics and/or nuances, traditions, values, linguistic characteristics, and their significance with respect to your submission. Judges may not be familiar with your particular segment, so this is your opportunity to showcase the details that they may miss.

- **Renaissance.** This is an award for rebirth campaigns. To enter your brand must have experienced a downturn of several years and a period of at least six months of upturn sales.

Entrants must detail the business challenge, the situation of the brand, the competitive landscape and how the effort succeeded.

- **Note:** Your entry must address the previous marketing investment and strategy as part of the entry context. Also, provide detail on the length of the renaissance.

categories

specialty category definitions

- **Seasonal Marketing**
 - Seasonal Marketing – Products
 - Seasonal Marketing – Services

Seasons, holidays and events allow marketers the opportunity to build strategic communications based on the time-based interests of their target audience. This category will honor those efforts that effectively capitalized on a season, holiday or cultural event to drive results for their business.

- Entrants may submit into either Seasonal Marketing OR Topical Marketing – the same case cannot be entered into both categories.

- **Small Budgets**
 - Small Budgets – Non-Profit
 - Small Budgets – Products
 - Small Budgets – Services

Cases eligible for this category must represent the only communications efforts for this brand (brand defined as listed in the “brand” question of the Effie entry form) during the time period that the effort entered ran.

To be eligible, an entry may not be for a line extension. Effie defines line extension as: a variation of an existing product with the same brand name and same category but with a new characteristic, a derivative of the product or service that offers modified features without significantly changing price; a product bearing the same name and offering a varied option (e.g. new flavour, diet version, etc.).

Value of donated and non-traditional media as well as activation costs must be included.

Budget eligibility is as follows:

- Local Efforts: R1 million or less
- Regional Efforts: R2 million or less
- National Efforts: R5 million or less

categories

specialty category definitions

- **Sustained Success**

- Sustained Success – Products
- Sustained Success – Services

Products or service communications efforts that have experienced sustained success for **more than 3 years** are eligible for entry. At a minimum, the creative work and case results must date back to August 31, 2016, and you must include the current year's 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.

Sustained Success entrants must feature work that ran in the initial year (initial year is either: (A) year cast started or (B) at least prior to 1 April 2017 at least one interim year, and the current competition year (1 February 2019 – 31 March 2020).

- Note: There is a special entry form and different creative requirements for the Sustained Success Award. The creative requirements, including different rules for the creative reel, can be found in the **Sustained Success section** and the **Sustained Success entry form**.

- **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.)

- Entrants may submit into either Seasonal Marketing OR Topical Marketing – the same case cannot be entered into both categories.

- **Youth Marketing.** This category will honour those efforts that successfully communicate to teens or young adults.

Your entry should be written in a way that identifies how the case was created and specifically directed to this audience and how it succeeded.

Identify any elements in the creative work or strategy that are specifically directed to the youth market and any relevant dynamics and/or nuances, trends, values, linguistic characteristics, and their significance with respect to your submission. Judges may not be familiar with this particular youth audience, so this is your opportunity to showcase the details that they may miss.

categories

commerce & shopper category definitions

Commerce & Shopper

The Commerce & Shopper Effies honor the most effective integrated campaigns designed to engage the shopper and guide the purchase process. This programme is presented in partnership with the **Path to Purchase Institute**.

- You may only enter **up to two** Commerce & Shopper categories per effort.
 - Review the **Effective Entry Guide: Commerce & Shopper** for help in preparing entries for these categories.
 - Questions about the Commerce & Shopper Effies? Email shopper@effie.org
- **Brand Experience.** This award will feature work that truly brought a brand, product or retailer to life – either literally or virtually – and interacted with shoppers to influence conversion. You may have re-invented the product demo, re-imagined the pop-up store, or led a “brick and mortar” retail overhaul, or created a new game/interactive film experience that effectively showcases a new product or brand personality. As long it truly came alive and worked. The winners of this award will show how brands and/or retailers are reaching out to their audiences to establish meaningful relationships, memorable engaging experiences, and unique connections.

Entrants in the Brand Experience category must address how the brand experience related back to the overall brand strategy.
 - **Challenger Brand Solution.** This is an award for smaller, new, or emerging brands:
 - making inroads against big, established leaders
 - taking on “sleeping giants”
 - moving into a new product/service field beyond their current category and set of competitors to tackle a dominant leader

Challenger brands are defined as having less than 15% of branded market share in the product/service category.

Entrants must detail the business challenge, the competitive landscape, and how their business succeeded despite the odds. You are required to define your competitive landscape, including the market difference between the entered brand and it’s top competitors to demonstrate why your brand was a challenger. Judges will deduct from your case if you do not sufficiently prove that your brand is appropriately classified as a challenger brand.
 - **Category/Aisle Evolution.** Some of the most impactful efforts occur when a deep understanding of shoppers’ attitudes, behaviors, and needs lead to innovative category/aisle evolution, whether in-store, online or both. Entrants must outline how the effort utilized shopper activation at shelf or shopper awareness of evolution to enhance the shopping experience and drove greater engagement, conversion and category growth. Successful entries in this category will be sustainable evolutions and not simply promotional in nature.
 - **Data-Driven.** Brands and retailers using data, analytics, and technology to identify and match the right shopper to the right message at the right time should enter this category. Award submissions should explain how entrants utilized data (*i.e., category data, retail channel data, shopper data*) to guide commercial growth strategies, support the shopper journey, and ultimately meet their business objectives. Highlight any advanced analytic capabilities that contributed to the success of the programme, such as market mix modeling, price elasticity, and Return On Investment (ROI) measurement & analysis.

categories

commerce & shopper category definitions

- **E-Commerce.** The category is for campaigns that effectively used insights, strategy, creative and analytics to drive e-commerce shopper conversion. By utilizing data, and a deep understanding of the shopper, brands and retailers can succeed in an e-commerce setting.

A successful effort will combine strong shopper knowledge with digital marketing practices to increase conversion online. The effort must be based on a shopper insight(s) and be shopper-driven. Explain the strategy of how the effort went to market with e-commerce. Submissions in this category will be solely evaluated on e-commerce effectiveness.

- **Media Innovation.** Changing the rules to maximize conversion.

This award will showcase those who had the insight and creativity to change the way a particular media channel is consumed or to create a new channel. The award will go to brands and retailers who reached out of the conventional approach to grab their shopper and effectively engage with them. Entrants should identify the specific target and how the campaign influenced conversion.

Whether the effort was one execution or multiple, and/or used one engagement channel or multiple – the work must represent new and creative usage of the media channels we know and love or have not yet met.

- Note: All entries must specifically address what was innovative and the conversion achieved. Write the entry to address the category and/or brand situation and provide clear articulation of how the media was used innovatively.

- **Multi-Brand Shopper Solution.** Shoppers are looking for ways to tackle everyday challenges, whether it's what to prepare for dinner or how to maintain a beautiful lawn – they want all-in-one solutions. This award will celebrate multi-brand/product/manufacture solutions that came together to address exactly what their target shopper needed. Entries into this category must address the rationale behind the creation of these differentiated shopper solutions. Brands may be from a single manufacturer or multiple manufacturers. Shopper solutions may be developed by manufacturer(s) and/or retailers.

- **Multi-Retailer Programme.** For campaigns that ran with a central idea and executed that idea via dedicated rollouts to three or more different retail chains. Cases in this category will highlight and explain both the cohesive thread working at each retailer, and the specific customizations that were done for each retailer. Entrants should outline the specific barriers and challenges in tailoring their solution to each retailer – elaborating on the nuances among the shopper segment and insights at each retailer, differences in retail environments, etc.

- **New Product/Service Introduction.** To enter this category, your case must address the commerce/shopper effort surrounding the launch of your new product/service. Whether it is the creation of a **whole new brand, a new product from an existing brand, or a new line extension**, submissions in this category need to present how shopper insights were leveraged to overcome the barriers faced by products/services being launched for the first time.

If you are submitting an effort that was part of or inspired by a national campaign, explain how you adapted it for the shopper and the retailer.

categories

commerce & shopper category definitions

- **Omni-Channel Shopper Solution.** In a time when people have more choices than ever, delivering an effective omni-channel experience to shoppers is key to sustained business success. This category will look for cases that exemplify the manufacturers and retailers who have ensured an effective, connected shopper journey.

This category is meant to showcase how manufacturers and retailers are connecting the dots in their engagement strategies to ensure simple, seamless, effective experiences across the shoppers' path to purchase.

In-store, online, customer service, loyalty programmes, mobile apps, delivery services, social media, aisle disruption... it could entail anything - as long as you can show how it was all connected to provide a fully-integrated "shopper journey" from beginning to end.

Winners in this category will represent the best examples of manufacturers and retailers committed to providing effective omni-channel shopper programmes.

- **Seasonal/Event.** The most effective manufacturers and retailers are the ones that can strategically plan for and react to the events that most impact their shoppers. This category will feature events, platforms or programmes that were created to meet the demands of the shopper that are driven by a season, holiday or cultural event.

Entrants must explain the insight into their shoppers that led to adjusting product and/or creating events/seasonally-based platforms and programmes to be in-line with their needs and shopping mindset during a specific time period. Innovative shopper events, strategically created by the retailer and/or manufacturer, may enter here as well.

- **Single-Retailer Programme**

- Mass Merchants
- Supermarkets
- Drugstores
- Other (*includes warehouse clubs, value chains, pure-play e-commerce stores, specialty stores including those for consumer electronics, DIY, hardware, office, pet, sporting goods, etc.*)

For campaigns that ran with a tailored, retailer-specific idea and executed that idea at a single retail chain. The work in this category will provide insights as to how an effort was effectively designed to work with the particular retailer and the shoppers of that retailer. Entrants should elaborate on the specific shopper barriers affecting their brand at that retailer and how they addressed those issues in a customized way for that particular retailer.

- **Sustained Success.** Commerce & Shopper efforts that have experienced sustained success for **more than 3 years** are eligible for entry. At a minimum, the creative work and case results must date back to 7 April 2017 and you must include the current competition year's results. Entries must have a common objective in both strategy and creative executions; with a continuation of core strategic and executional elements that demonstrate effectiveness over time.

Sustained Success entrants must feature work that ran in the initial year (initial year is either: (A) year cast started or (B) at least prior to 1 April 2017 at least one interim year, and the current competition year (1 April 2019 – 31 March 2020).

- Note: There is a special entry form and different creative requirements for the Sustained Success Award. The creative requirements, including different rules for the creative reel, can be found in the **Sustained Success section** and the **Sustained Success entry form**.

categories

media effies category definitions

The Media Effies

Effie Worldwide created the Media Effies to reflect the ever-increasing importance of the use of media in driving effectiveness.

The Media Effie submissions will be judged by experts within the media industry – across brands, agencies, and media owners. Submissions must speak to the media channel choices & measurement methodologies.

- Review the **Effective Entry Guide: Media** for help in preparing entries for these categories.
- Questions about the Media Effies? Email entries@effieawards.co.za.
- **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 utilized data to optimize media to improve business outcomes (brand KPIs, ROI, performance marketing measures, etc.). The best examples will recognize the interplay and application of automation, applied technology, and human and artificial intelligence (AI) 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.
- Submissions are expected to:
 - Utilize personalized/custom-tailored creative messages.
 - Explain how data impacted the media plan through clear measurement & analytics.
 - Demonstrate the insights captured from data used to understand audience.
- **Media Content Partnerships.** This category focuses on efforts based on partnerships between a brand and a media owner/platform to create and activate original media content beyond traditional advertising.

These partnerships demonstrate the innovative consumer connections that media companies can develop for advertisers via integrated communication channels centered on creative and strategic content. Each activation channel is critical to delivering the overall effectiveness and impact of the campaign and shows the value media companies can deliver.

The winners of this award will represent those advertisers and media partners that knew exactly where and how to connect with their audience via the assets and creativity of a media company. Submissions must detail the strategic reasoning behind the partnership – why was this partner chosen over others? Clearly detail the selection process of the partner, and explain how this partnership led to the results that met the objectives of the brand.

(Media categories continue on next page)

categories

media effies category definitions

- **Media Idea.** 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 drove the entire effort. Of course, media cannot exist without the content, but this award is intended to recognize those cases that were led by the media thinking – where the integration of media and message led to success. The award honors 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 Innovation**

- Media Innovation - Emerging & New Channels
- Media Innovation - Existing Channel

Changing the rules to maximize impact.

This award will showcase those who had the insight and creativity to change the way a particular media channel is consumed or to create a new channel. The award will go to those who reached out of the conventional approach to grab their audience and effectively engage with them.

Whether the effort was one execution or multiple, and/or used one engagement channel or multiple – the work must represent new and creative usage of the media channels we know and love, or have not yet met.

- **Note:** All entries must specifically address what was innovative and the results achieved. Write the entry to address the category situation and provide clear articulation of how the media was used innovatively.

categories

positive change effies category definitions

in collaboration with the World Economic Forum

The Positive Change Effies

The Positive Change Effies reward and celebrate the brands and non-profits that are promoting the greater good through marketing communications. The programme has two tracks - Environmental and Social Good.

- Review the **Effective Entry Guide: Positive Change** for help in preparing entries for these categories.
- Questions about the Positive Change Effies? Email positivechange@effie.org.

- **Environmental** (*Entrants must use the dedicated Positive Change: Environmental Entry Form to enter this category.*)

The Positive Change: Environmental category celebrates efforts that have measurably shifted audience 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.

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

Over and above the standard Effie requirements to demonstrate a positive impact on business, 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 and business strategy.

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

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

Enter your case into one of the following categories:

- **Environmental – Brands.** Recognising brands with marketing programmes 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.
- **Environmental – Non-Profit.** Recognising non-profit organisations and associations with marketing programmes that have measurably shifted audience (B2B or B2C) behavior toward more environmentally sustainable choices, 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.

categories

positive change category definitions

in collaboration with the World Economic Forum

- **Social Good** The Positive Change: Social Good category celebrates marketing communications efforts proven effective in addressing a social problem or in expanding an existing programme 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.

Note: Efforts focused on disease awareness & education must enter the **Disease Awareness & Education** categories – they are not eligible in the Positive Change categories.

- **Social Good – Brands.** Recognising 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.
- **Social Good – Non-Profit:** Recognising non-profit organisations 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.

categories

other competitions

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GLOBAL EFFIE AWARDS

Communication efforts eligible for this award must be for a single brand idea running across multiple worldwide markets.

- Visit the **Global Effie** website for deadlines, fees, categories, and entry materials.
- Questions? Email global@effie.org.

WORLDWIDE EFFIE AWARDS PROGRAMMEMES

Effie Worldwide offers competitions in over 50 countries and regions. To see a full listing of our partner programmes, please visit our [Worldwide Partner Listing](#).

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Entering the Effie Awards South Africa

For any questions regarding the entry process, materials, categories, rules, etc., contact: info@effieawards.co.za

Judging

To apply to be an Effie Judge, please complete the [Judge Application Form](#).

If you have questions about the judging process, please email judging@effieawards.co.za

Sponsorship Opportunities

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Entering & Judging Global Effie Competition

For all questions regarding the Global Effie competition, including both entering and judging, contact: global@effie.org

Case Study Database & Subscriptions

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Effie Index

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