
2020 Effie Awards

Grand Effie Judging Guide



ABOUT EFFIE

Effie Worldwide is a 501(c)(3) educational organization which champions the practice and practitioners of marketing effectiveness via Effie Award programs in 50 countries worldwide, the Effie Effectiveness Index[®], educational programs and Effie Collegiate.

Since 1968, the Effie Awards honor the most significant achievement in marketing: ideas that work and are known by advertisers and agencies globally as the pre-eminent award in the industry. Effie recognizes any and all forms of marketing communication that contribute to a brand's success. To succeed, entrants must detail the “why” behind the strategy and provide proof that the work achieved significant results.

Effie judges review a wide-range of cases, including efforts that span months or years and efforts that span a single day only. Cases can also be local, regional or national in scope. The key element that separates out the finalists and winners is not overall size or duration of the case – it is whether the objectives were challenging and the results achieved were significant in the context of the category, audience, competition, resources, idea, strategy, etc. Was it an idea that worked?

Effie is open to all forms of effectiveness – awareness, sales, behavior, etc. The determining factor is not whether one case had a sales goal vs. another with an awareness goal, but how challenging were their goals in their category, competitive and brand situation, and what the achieved results were.

GRAND EFFIE JUDGING PROCESS

All cases reviewed by the Grand Jury have been through two rounds of judging. The top-scoring cases in the Effie South Africa competitions may become contenders.

Grand Effie judging format is:

1. Reviewing the Contenders

Judges read each case and review the creative work for all contenders, without discussion. Judges will provide scores for each of the four scoring sections, outlined below, for each case.

2. Ranking the Contenders

Typically, there are 5 – 10 cases chosen to be a Grand Contender. Once all cases have been reviewed and scored initially, judges will individually rank the contenders from most effective case to least effective case. Rankings will be tallied by Effie staff and posted.

3. Discussion

The jury will debate the merits of the contenders – working towards the determination of the most effective case.

4. Determining the Grand Effie Winner

The jury will reach consensus on the Grand Effie winner.

HOW ENTRIES REACH GRAND EFFIE JUDGING

Cases were evaluated by separate juries in Round One and Final Round judging. Jurors reviewed the case study and creative work, and provided scores based on four criteria:

👊 **Challenge, Context & Objectives = 23.3%**

- *Information on the category, the marketplace, the company, the competitive environment, the audience and/or the product /service that created the challenge and the response to it; the specific objectives.*

👊 **Insights & Strategic Idea = 23.3%**

- *The core idea that drove the case, the insight, how it originated, and how the big idea addressed the challenge.*

👊 **Bringing the Idea to Life = 23.3%**

- *The strategy (media and/or creative) and how it executed the big idea; the channels selected and the work. Any creative materials submitted should exemplify the rationale described in this section.*

- *Creative Reel: The creative reel should showcase the integral creative that brought the idea to life. The reel is not a video of the written case and it cannot include any results. Your scoring should be based on the creative work that ran in the marketplace for the case, not on the production value of the creative reel or the inclusion of background information (challenge, objectives, insights, etc.).*

📌 **Results = 30%**

- *All types of results are eligible in the Effie Awards competition. Entrants must explain why the results presented are significant for the brand and the business.*

As a Grand Effie judge, you will also be providing scores for each of these scoring sections. However, the Grand Effie winner will be determined after the jury has reached a consensus.

ELIGIBILITY

Any and all marketing cases, whether full campaigns or unique efforts within a campaign are eligible to enter. Any one or any multiple combination of mediums – any examples of work that demonstrate how the entrant tackled their objectives can be entered. Entrants must detail the “why” behind the strategy and provide proof that their work achieved significant results.

📌 **Eligibility Period: 1 February 2019 – 31 March 2020***

Due to the nature of the Effie eligibility period, some cases are unable to enter the full effort into this year’s competition. These entries should be judged based on the results/work presented within the eligibility period and should not be faulted for submitting a portion of the case.

Both individual efforts within a larger campaign and full campaigns are eligible to enter. Some efforts may be one day in duration, while others may multiple years. Both are acceptable in the Effie Awards competition. You are evaluating the degree of challenge represented by the goals, the success achieved and the link between the work and the results.

MOST IMPORTANT CRITERIA: DID THE IDEA WORK?

Judges Look At:

- 📌 Suitability and ambitiousness of the elements of the case within the framework of the strategic challenge.
- 📌 The idea and how it addressed the challenge.
- 📌 Whether the evidence of results clearly demonstrates success in meeting the stated objectives and the degree of challenge represented by the objectives.

- Does the evidence meet accepted research standards?
- How the submitted creative works individually and together.
- The creative and media strategy articulated in the case and how they relate to the idea, challenge, etc.
- Scope of the case: cases can run from small regional markets to large nationwide blitzes. Judges are asked to take into account the environment in which each case exists.

Thank you for participating on the 2020 Grand Effie Jury.