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# 2020 Effie Awards

## Round One Judging Guide

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Thank you for participating on the 2020 Effie Awards Round One Jury. It is the continued dedication of time and the expertise of the jury, comprised of client and agency executives with a broad spectrum of experience across the industry, that enables Effie to honor the year's most effective work. We hope that you find the experience rewarding.

Below you will find instructions for judging the Effie Awards. This document and sample case studies will help you prepare for your judging session.

## EFFIE JUDGING

Effie judges review a wide range of cases, including efforts that span months or years and efforts that span a single day. The key element that separates out the finalists and winners is not overall size, budget, 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. Entrants must detail the “why” behind the strategy and provide proof that their work achieved significant results. **Was it an idea that worked?**

**Effie has no predetermined definition of effectiveness.** It is the entrant's job to prove why this case is effective; why the metrics presented are important for the brand and business/organization within the context of the submitted category.

Effie is open to all forms of effectiveness - awareness, sales, behavior, etc. For some cases, it can be very important to achieve a change in awareness in the market and that may be very difficult to achieve. For other cases, the goal may be a change in sales. The determining factor is not what kind of goal the case had, but how challenging their goals were in the context of their category, competitive and brand situation, and what the achieved results were. Evaluate the degree to which the results clearly demonstrate success in achieving the stated objectives and the degree of challenge represented by the results achieved.

# CONFIDENTIALITY

All judges must sign a Non-Disclosure / Confidentiality Agreement at the start of the judging session.

The information contained within the cases you will review is privileged information and is extremely confidential. Judges are not permitted to take away notes from the judging session or discuss the cases after the session concludes. Discussion of cases is allowed during the portion of the judging in which the official Effie Moderator initiates discussion. No calls, texts, emails, etc. should take place in the judging room.

Effie will provide guidelines regarding conflicts of interest at the session, as judges cannot score work from their company or competitors of brands they work on.

# ELIGIBILITY

Work presented must have run in the **South Africa** at some point between **1 February 2019 – 31 March 2020**. It is fine for work to start before or continue running after this period; however, you are evaluating results from within this window. No results may be provided after the end of the eligibility period. Entrants are encouraged to include prior year data for context.

## Special Circumstances:

-  **Sustained Success Category:** Results must date back to **1 April 2017** at the latest. In this category, judges are evaluating sustained success over multiple years.

# ELEMENTS OF THE JUDGING SESSION

Cases are judged via individual laptops, provided by Effie. As a judge, you will evaluate cases across a range of categories. Each judge is assigned a different set of entries and is reviewing cases on an individual basis.

During the session, you will have the opportunity to:

- Evaluate cases assigned to you.** You will provide four scores for each case, providing a separate score for each scoring section.
- Provide feedback** on each case to further explain your scoring via the Insight Guide questions, advancement flags, and case tags.
- Participate in a 10-15-minute discussion** initiated by the Moderator.
- Share feedback about your experience** with Effie on the survey at the end of the judging event.
- Enjoy the day and network with other judges.** All judges are invited to lunch.

# HOW SCORING WORKS

Each entry contains the questions entrants were asked to address and their response. In some cases, entrants may not have thoroughly answered individual questions or did not follow instructions. **It is up to you to decide whether these failures to follow instructions either preclude you from making an informed decision or give the entrants an unfair advantage.** Please reflect these considerations in your scoring.

**Judges are scoring based on effectiveness within the context of the category definition.** For example, the metrics judges look for in a category about Engaged Community may be different from those in a category about Sustained Success.

As a Round One Judge, you will help determine whether a case will move on as a Finalist to the final round of judging. A minimum of 5 judges will review each entry.

**You will provide four whole number scores (10-100) for each of the four scoring sections.**

<b>Challenge, Context &amp; Objectives</b> (1A - 1C)	<b>23.3%</b>
<b>Insights &amp; Strategic Idea</b> (2A - 2B)	<b>23.3%</b>
<b>Bringing the Idea to Life</b> (3, <i>Investment Overview, Creative Work</i> )	<b>23.3%</b>
<b>Results</b> (4A – 4B)	<b>30%</b>

After you have completed scoring an entry, you will see your total weighted score. A scoring scale will be provided to you at the judging session to help calibrate your scoring.

## SCORING SECTIONS

### ① CHALLENGE, CONTEXT & OBJECTIVES

**This section covers questions 1A-1C. This section should receive a score of 10-100 and it will account for 23.3% of the total score.**

Entrants should detail what their objectives were and why these objectives are significant in the context of their business situation. Past judges have found it easy to tell when objectives were retrofitted and typically down-score entries because of this.

#### FAQ: HOW DO I JUDGE THE CHALLENGE, CONTEXT & OBJECTIVES SECTION?

This section is the glue that shapes the other elements of the case. The remaining elements of the case are assessed for both suitability and ambitiousness within the framework of the challenge.

In this section, weight should be given both to the degree of difficulty and to whether the entrant has provided enough context to evaluate the case's effectiveness. You may choose to provide a lower score if context regarding the category situation is missing or if an explanation of why the goals were challenging is missing.

### ② INSIGHTS & STRATEGIC IDEA

**This section covers questions 2A-2B. This section should receive a score of 10-100 and it will account for 23.3% of the total score.**

Entrants should state the idea and describe what led to the idea – i.e. a consumer or business insight, channel insight, marketplace/brand opportunity, etc. How did the big idea address the challenge?

## 3 BRINGING THE IDEA TO LIFE

This section covers all of the following: Question 3, the creative work, and the Investment Overview. This section should receive a score of 10-100 and it will account for 23.3% of the total score.

### WRITTEN CASE (QUESTION 3)

Entrants should describe and provide rationale for their communications strategy. How did the creative and media strategies work together to reach their specific audience?

### INVESTMENT OVERVIEW

The Investment Overview provides detailed information on the media channels used, media spend, etc.

### CREATIVE WORK

Examples of the integral creative work, as explained in Question 3, are shown in both image & video format.

### FAQ: HOW SHOULD I JUDGE THE CREATIVE REEL?

Your scoring should be based on the creative work that ran in the marketplace, not the production value of the creative reel provided. It is fine for a reel to simply show examples of the work without explanation. Entrants were instructed to simply showcase their integral creative materials. It is acceptable for entrants to include strategy, set up, and editing effects, but it is not required. Set-up and explanation should not impede your ability to review creative examples. Results are not eligible to be included in the creative reel.

#### Please consider these key issues:

- 👉 How well the work reflects the articulated Strategy and Idea.
- 👉 The contribution the work was expected to make to the overall marketing effort.
- 👉 How the submitted materials for the case work together and individually.

## 4 RESULTS

This section covers questions 4A-4B. This section should receive a score of 10-100 and it will account for 30% of the total score.

Evaluate the degree to which the results clearly demonstrate success in achieving the stated objectives. Judges should also bear in mind the Effie category the case is entered in. Different categories may require different metrics of success.

**Objectives and results should correlate.** For example, if the objective is to improve brand awareness, the proof cannot be an increase in sales. If an entrant achieved additional results, it is fine to explain what they were and why they are significant. If an entrant did not achieve a particular objective, this should be explained.

Entries range from small cases in regional markets to massive nationwide blitzes. Please take into account the environment in which each case exists. As an example, a small percentage move in a highly segmented, high-volume category may be more difficult to achieve than a large percentage change in a small, less competitive category.

The more precise and relevant the documentation, the stronger the case. You must also decide whether the evidence presented meets accepted research standards.

**Thank you for judging the 2020 Effie Awards.**

**If you have any questions, please do not hesitate to ask the Effie team.**