

# Entry Form & Requirements

## Creative Requirements

### CREATIVE REEL GUIDANCE

#### PURPOSE OF THE CREATIVE REEL: SHOWCASE 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 Investment Overview. 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**

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 run in the marketplace.

You do not need to feature all items selected in the communications touchpoints 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.

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.

**“The creative reel should showcase all the work of the campaign, and not a way of re-telling the entire case. It should complement your case.”**

### WATCH SAMPLE CREATIVE REELS

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

- [Effie United States Case Study Samples](#)
- [Effie Worldwide Case Database](#)

### 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

\* 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.

Effie Worldwide is a 501(c)(3) non-profit educational organization that shows the work for educational purposes of honoring effective marketing communications ideas and the successful teams (client and agency) creating them. 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
- Feature work that ran in the **initial year** (prior to 01 February 2018), **at least 1 interim year**, and the **most current year** (01 February 2019 - 31 January 2021) of the case.

- Clearly mark the **year the work ran** in the marketplace **before (or as) the work is shown** on the reel.

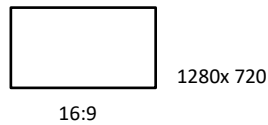
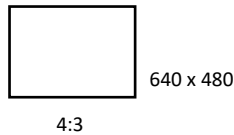
## TECHNICAL REQUIREMENTS FOR CREATIVE REEL

### 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.
- Bear in mind that judges will see your .mp4 uploaded file on a laptop at Round One and on a central screen of at least 50" x 30" at 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 [Entry Form](#) for additional creative reel requirements.
- 250 MB maximum file size
- .mp4 format
- Resolution



# IMAGES OF THE CREATIVE WORK

## (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 (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.
- 👉 **Note:** The Creative Work provided for judging (Creative Reel, Images of Creative) will also be used for publicity purposes if your case is a finalist or winner.

## 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 Journal, press/publicity materials, etc. This image may also be used in the Case 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. You may upload .jpg logos if you do not have .eps/.ai available.
  
- 👉 **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 Worldwide to promote your win. If you are unable to assemble your team for a team photo at time of entry, you will be able to provide an image once you learn your case is a winner.
  - **Technical Requirements:** 300 dpi .jpg or .jpeg, 1000 pixels minimum wide or tall. 15 MB max.
  - If you do not have a team photo to submit at time of entry, please make a note to yourself to submit a team photo by **1 April 2020**. You are not required to upload an image at time of entry.
  
- 👉 **Creative Examples from Judging.** The Creative Work provided for judging (Creative Reel, Images of Creative) will also be used for publicity purposes.

Questions? email us at [info@effieawards.co.za](mailto:info@effieawards.co.za)