

2022 Effie Awards South Africa

CATEGORY OVERVIEW

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 industry category, and you may only enter up to two Commerce & Shopper categories. You are not required to enter an Industry 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 South Africa competition.

INDUSTRY CATEGORIES

There are over 30 industry 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 info@effieawards.co.za.

You may only enter one industry category per effort; though it is not required to enter an industry category.

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, digital, 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.

INDUSTRY CATEGORIES

Maximum of one industry category per effort. It is not required to enter an Industry category.

Agricultural, Industrial & Building

Automotive - Aftermarket

Automotive - Vehicles

Beauty & Fragrance

Beverages - Alcohol

Beverages - Non-Alcohol

Business & Office Supplies

Culture & The Arts

Delivery Services

Education & Training

Electronics

Entertainment & Sports

Fashion & Accessories

Finance

Food

Gaming & E-Sports

Government & Public Service

HEALTH & WELLNESS

Health, Fitness & Wellness

OTC

Rx - Consumer/DTC

Rx - Devices

Rx - Professional

Healthcare Services

Home Furnishings & Appliances

Household Supplies

Insurance

Internet & Telecom

Leisure & Recreation

Media & Entertainment Companies

New Product or Service Introduction

NEW: New Product or Service Line Extension

Non-Profit

Personal Care

Pet Care

Professional Services

Restaurants

Retail

Snacks & Desserts

Software

Transportation

Travel & Tourism

SPECIALTY CATEGORIES

AUDIENCE

Business-to-Business: Products, Services
 Multicultural: Non-Profit, Products, Services
 Youth Marketing: Products, Services

BRAND CONTENT, ENTERTAINMENT & EXPERIENTIAL MARKETING

Brand Content & Entertainment: Products, Services
 Brand Integration & Entertainment Partnerships
 Experiential Marketing: Live, Digital, Live & Digital

Formerly Brand Experience

BUSINESS ACHIEVEMENT

Corporate Reputation
 David vs. Goliath
 Marketing Disruptors: Products, Services
 Renaissance
 Small Budgets: Non-Profit, Products, Services
 Sustained Success: Non-Profit, Products, Services
 Timely Opportunity: Products, Services

Formerly Carpe Diem

COMMERCE & SHOPPER

Category/Aisle Evolution
 Challenger Brand Solution
 Crisis Response / Critical Pivot
 Data-Driven
 E-Commerce
 Experiential Shopper Marketing
Formerly Brand Experience
 Media Innovation
 Multi-Brand Shopper Solution
 Multi-Retailer Program
 New Product/Service Introduction
 Omni-Channel Shopper Solution
 Seasonal/Event
 Single-Retailer Program: Mass Merchants, Supermarkets, Drugstores, Other
 Sustained Success

DIGITAL

Direct to Consumer
 Engaged Community: Products, Services
 Influencer Marketing
 Performance Marketing
 Social Media: Products, Services

HEALTH & WELLNESS

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

MARKETING INNOVATION SOLUTIONS

Business/Product/Service Innovation
 Customer Experience

POSITIVE CHANGE

Environmental: Brands, Non-Profit
 Social Good: Brands, Non-Profit,
NEW: Diversity, Equity & Inclusion

TOPICAL & ANNUAL EVENTS

Crisis Response / Critical Pivot
 Current Events
Formerly Topical Marketing
 Seasonal Marketing: Products, Services

INDUSTRY CATEGORIES

- **Agricultural, Industrial & Building.** All related products, materials, tools and services.
- **Automotive - Aftermarket.** Gasoline, motor oil, tires, batteries, paint, quick-lube, oil change, muffler, transmission, windshield wipers, enhancements, etc.
- **Automotive - Vehicles.** Cars, trucks, motorcycles, vans. Both brand and model advertising.
- **Beauty & Fragrance.** Includes cosmetics, fragrances, hair products, nail products, skincare treatments, salons, spas, etc.
- **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.)*
- **Business & Office Supplies.** Business cards & professional printing, office equipment including printers, copiers, supplies, furniture, etc.
- **Culture & The Arts.** Museums, plays, immersive experiences, music organizations and festivals, concert series, cultural festivals, theater festivals.
- **Delivery Services.** Couriers, package/freight shipping, food & drink delivery, grocery delivery, flower/gift delivery, overnight delivery, package tracking, international service, etc.
- **Education & Training.** Includes all educational organizations and institutions, training programs, job/career sites, etc.
- **Electronics.** TVs, radios, mobile devices, home entertainment, laptops, tablets, cameras, smart home devices, 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, including movies, TV shows, podcasts, books, music, comics, games, toys, entertainment apps, etc. Sporting events such as the Super Bowl, sports teams, etc. *Note: Please see the new Gaming & E-Sports category for video games.*
- **Fashion & Accessories.** Includes all apparel, accessories, jewelry, styling services, clothing rentals, etc.
- **Finance.** Financial products and services including: overall corporate/brand 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.
- **Food.** Fresh, packaged and frozen foods. *(For snacks & desserts, please see the Snacks & Desserts category.)*
- **Gaming & E-Sports.** All forms of e-sports and single and multi-player video games, including virtual reality, arcade, console, mobile, online & computer games.
- **Government & Public Service.** Municipal or state economic development, lotteries, utilities, civil, diplomatic or armed forces, parks, libraries, public services, etc. Includes political messages and recruitment efforts.
- **Health & Wellness Effies Industry Categories.**
[jump to Health & Wellness Effie section]

INDUSTRY CATEGORIES

- **Home Furnishings & Appliances.** Kitchen and laundry appliances, air conditioners, carpeting, furniture, decorator's supplies, paint, wallpaper.
- **Household Supplies.** Cleaning products, waxes, detergents, floor-care products, fabric softeners, paper products, lawn care, etc.
- **Insurance.** Marketing 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 & Recreation.** Products and services aimed at hobbies, leisure, and recreation, including, but not limited to: dating services/apps, wedding planning platforms, personal development/improvement programs/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: New Product or Service Introduction & New Product or Service Line Extension.**

New this year, entrants may choose between New Product or Service Introduction OR New Product or Service Line Extension.

In the Introductions category, any effort used to introduce a new product or service that is not a line extension may enter. Brand new products or new products in a new category are required to enter this category instead of their industry category.

New line extensions can either enter the Line Extensions category OR their industry category.

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 (flavor, 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)

In both categories, entry must be written to address how your product/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/line extensions) similar to what you would do when writing your entry to address a category situation like sustained success, etc.

Note: Commerce/shopper marketing efforts, please ensure you enter the **Commerce & Shopper: New Product or Service Introduction category**.

INDUSTRY CATEGORIES

- **Non-Profit.** Not for profit organizations of all types – includes charitable, social, civic, advocacy, trade, special interest, religious, etc. Includes membership drives, recruitment, fundraising, etc. Special note: Non-Profit health advocacy & awareness campaigns should enter under the disease awareness & advocacy category.
- **Personal Care.** Soap, oral care, face & body lotions and cleansers, basic eye and ear-care products (e.g. cotton swabs, eye drops, etc.), deodorants, feminine hygiene products, razors, shaving cream, etc. *(Items focusing on beauty should be entered in the Beauty & Fragrance category.)*
- **Pet Care.** Animal care products and services of all types, including food, toys, veterinary and boarding services, training, breeders.
- **Professional Services.** Includes services such as accounting, consulting, legal, staffing, recruiting, real estate, domestic services, 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; grocery stores; home & garden stores, movie/book stores; discount/bulk retailers; pet care; toy stores; specialty stores; convenience stores; etc.
- **Snacks & Desserts.** Ice cream, candy, chips, cookies, bakery items, nut, fruit & vegetable snacks, popcorn, etc.
- **Software.** Software, groupware, operating systems, SaaS/laaS and Cloud based services, software/apps stored locally on a computer/tablet/mobile device, etc.
- **Transportation.** Air, train, bus, taxi, rideshare services, subway systems, bike shares, scooter shares, car rentals, ferries, etc.
- **Travel & Tourism.** Cruises, hotels, resorts, amusement parks, travel websites and booking services, travel tours, tourism campaigns, etc.

AUDIENCE CATEGORIES

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.

Multicultural

- Multicultural – Non-Profits
- Multicultural – Products
- Multicultural – Services

Any effort whose success was dependent on effectively and authentically connecting with a specific cultural or ethnic 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.

Youth Marketing

- Youth Marketing – Products
- Youth Marketing – Services

This category will honor 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.

BRAND CONTENT, ENTERTAINMENT & EXPERIENTIAL MARKETING CATEGORIES

Brand Content & Entertainment

- Brand Content & Entertainment – Products
- Brand Content & Entertainment – Services

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.

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.

Experiential Marketing

Formerly Brand Experience

- Experiential Marketing: Live
- Experiential Marketing: Digital
- Experiential Marketing: Live & Digital

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 must address how the experiential marketing related back to the overall brand strategy. Judges will expect to understand the ‘participation’ in the experience as a core factor.

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 program.

BUSINESS ACHIEVEMENT CATEGORIES

Corporate Reputation

This category is for marketing efforts 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.

Marketing Disruptors

- Marketing Disruptors – Products
- Marketing Disruptors – Services

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. Judges will deduct from your case if you do not clearly articulate how your marketing was disruptive for the brand/category.

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.

Small Budgets

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

Cases eligible for this category must represent the only marketing 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 flavor, 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

BUSINESS ACHIEVEMENT CATEGORIES

Sustained Success

- Sustained Success – Non-Profits
- Sustained Success – Products
- Sustained Success – Services

Efforts that experienced sustained success for **at least three years** are eligible for entry. At a minimum, you must include at least three years of creative work and case results, and you must include the current competition year's results. Work 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. As part of your entry, specifically address how the effort evolved over time (e.g. media choices, targeting, insights, new products/services, etc.). Answer all questions for the initial year and describe how/why change occurred over time.

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](#).

Timely Opportunity

formerly Carpe Diem

- Timely Opportunity – Products
- Timely Opportunity – 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**.

COMMERCE & SHOPPER CATEGORIES

Honoring the most effective integrated campaigns designed to engage the shopper and guide the purchase process to achieve conversion. You may only enter an effort into a maximum of two Commerce & Shopper categories.

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.

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 its 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.

Crisis Response / Critical Pivot

This award is for brands that created positive change by effectively pivoting their commerce/shopper marketing program or business activities in response to significant structural and cultural shifts and moments of crisis (e.g. pandemic, social justice movement, political events, etc.) in the current landscape in order to more effectively connect with the shopper along the path to purchase and drive conversion. Entrants will need to pinpoint the pivot and frame for the judges how the messaging/campaign shifted, the team adjusted the approach to production or go-to-market planning, etc. Demonstrate the effectiveness of the action for the brand. Examples can include a pivot in positioning, a change in portfolio management, a digital acceleration, etc.

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 and impact the purchase decision. Highlight any advanced analytic capabilities that contributed to the success of the program, such as market mix modeling, price elasticity, and Return on Investment (ROI) measurement & analysis.

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.

COMMERCE & SHOPPER CATEGORIES

Honoring the most effective integrated campaigns designed to engage the shopper and guide the purchase process to achieve conversion. You may only enter an effort into a maximum of two Commerce & Shopper categories.

Experiential Shopper Marketing

Formerly 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 this category must address how the experience related back to the overall brand strategy.

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 Program

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.

COMMERCE & SHOPPER CATEGORIES

Honoring the most effective integrated campaigns designed to engage the shopper and guide the purchase process to achieve conversion. You may only enter an effort into a maximum of two Commerce & Shopper categories.

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 programs, 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 programs.

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 programs 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 programs 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.

Note: To accommodate summer & back-to-school efforts, this category offers an extended **eligibility** period: September 1, 2020 – September 30, 2021.

DIGITAL CATEGORIES

Honoring the most effective convergence of data, technology and all forms of creative that maximize end user engagement and conversion.

Single-Retailer Program

- 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 marketing efforts that experienced sustained success for **at least three years** are eligible for entry. At a minimum, you must include at least three years of creative work and case results, and you must include the current competition year's work/results. Work 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. As part of your entry, specifically address how the effort evolved over time (e.g. media choices, targeting, insights, new products/services, etc.). Answer all questions for the initial year and describe how/why change occurred over time.

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 entry kit & Sustained Success entry form.

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

- Engaged Community – Products
- Engaged Community – Services

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.**

Influencer Marketing

Taste Makers & Opinion Leaders

This category honors those brands that effectively worked with key influencers to reach their target audience to achieve short or long-term marketing goals. Key influencers/opinion leaders may be a social media / vertical platform leader, brand ambassador, bloggers, etc. from micro to macro.

Clearly identify what the strategy was, who your audience was, and why the influencer was important to your audience. Explain what the influencer did for your audience. Explain why the brand selected that influencer, how they were used to carry out marketing activities, and what consumer behaviors were impacted and how the business was impacted.

Performance Marketing

This category recognizes the most effective performance marketing efforts. To participate your effort must be led by performance marketing and you must demonstrate how your effort drove results for the business using performance marketing KPIs.

Note: Entrants must use the performance marketing entry form when submitting under this category. There are special guidelines when presenting your creative & how the idea was brought to life, which will be outlined in the Performance Marketing entry form.

Social Media

- Social Media – Products
- Social Media – Services

This category is for campaigns that set out with the explicit purpose of using social as the primary touchpoint or have social at their heart. The kind of idea that is specifically designed to take advantage of the socially connected consumer and the influence of social. Judges are looking for campaigns that begin with a social idea, as opposed to advertising or integrated campaigns with a social media element. They will need a clear rationale for why social was the right way to tackle the brief, and evidence of how social activity measurably and materially drove the commercial result. It is not enough to count the number of impressions, likes or shares. You will need to measure and prove the commercial value of social through the direct effect it had on audience behavior or perceptions and demonstrate correlation with the achieved business results.

HEALTH & WELLNESS CATEGORIES

Honoring effective marketing within the healthcare industry. Please note these categories feature both Industry categories (max. 1 per effort) and Specialty categories.

INDUSTRY CATEGORIES

Health, 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 programs/camps, training camps and facilities, etc.

Healthcare Services

Efforts that were developed for hospitals, HMOs, 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.

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 & Fragrance](#), [Health, Fitness & Wellness](#), and [Personal Care](#) efforts.

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.

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.

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.

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.

MEDIA CATEGORIES

These categories reflect the ever-increasing importance of the use of media in driving effectiveness and 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.

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 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 marketing program itself, to the extent that the program 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 and how the media strategy/plan optimized the results.

MARKETING INNOVATION SOLUTIONS CATEGORIES

Business, Product or Service Innovation

In this category, innovative single marketing & business activities or entire marketing programs will be awarded. You can submit any action or business idea regarding innovation for the product, service or business that has had an exceptionally positive impact on the market position of a business, 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/service innovation; change in packaging, both in terms of its appearance and size; design, technology or ux innovation for the business, product or service; consumer involvement in product development; operation change, etc.

Customer Experience

In this category, innovative single marketing & business activities or entire marketing programs will be awarded. You can submit any action or business idea regarding customer experience innovation that has had an exceptionally positive impact on the market position of a business, 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: design, technology or ux innovation for the customer experience; consumer involvement in product development; introduction/change of a loyalty program, introduction of a new distribution channel, etc.

POSITIVE CHANGE CATEGORIES

IN COLLABORATION WITH THE WORLD ECONOMIC FORUM

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

Environmental

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.

Winners of this award showcase how effective marketing programs 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.

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, service or action for the first time.
- **Product/Service Substitution** – Switching to a more sustainable product, service or action.
- **Change in Use** – Using a product/service more sustainably than before or taking a more sustainable action.

Enter your case into one of the following categories:

Environmental – Brands

Recognizing brands with marketing programs 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.

Environmental – Non-Profit

Recognizing non-profit organizations and associations with marketing programs 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.

POSITIVE CHANGE CATEGORIES

IN COLLABORATION WITH THE WORLD ECONOMIC FORUM

Social Good

The Positive Change: Social Good category celebrates marketing efforts proven effective in addressing a social problem or in expanding an existing program in ways that benefit our society. This is about creating positive societal and cultural change, challenging the established status-quo and changing accepted norms and stereotypes that create societal inequalities. Examples include initiatives that tackle food poverty, access to healthcare & education, creating a more diverse, equitable and inclusive society, creating equal opportunities at work and in wider society for all members of 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 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.

Enter your case into one of the following categories:

Social Good – Brands:

Recognizing brands that are making the world a better place by using the power of their marketing 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:

Recognizing non-profit organizations and associations whose marketing 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.

NEW: Social Good – Diversity, Equity & Inclusion:

This category applies to any campaigns, brand or non-profit, whose success was dependent on effectively and authentically connecting with specific cultural, ethnic or underrepresented groups or communities (example: LGBT, differently abled, indigenous peoples, etc.). Efforts may include equal rights messages, stereotype elimination, anti-prejudice or other that work to positively impact said groups or communities. 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.

TOPICAL & ANNUAL EVENT CATEGORIES

Entrants can enter a single effort into a maximum of one of the below categories.

Crisis Response / Critical Pivot

This award is for brands that created positive change by effectively pivoting their marketing program or business activities in response to significant structural and cultural shifts and moments of crisis (e.g. pandemic, social justice movement, political events, etc.) in the current landscape. Entrants will need to pinpoint the pivot and frame for the judges how the messaging/campaign shifted, the team adjusted the approach to production or go-to-market planning, etc. Demonstrate the effectiveness of the action for the brand. Examples can include a pivot in positioning, a change in portfolio management, a digital acceleration, etc.

Current Events

Formerly Topical Marketing

This category is for cases that effectively leveraged immediate relevance, interest or importance via a targeted marketing/PR strategy around current news & events (e.g. World Cup, Olympics, economic situations, social issues, etc.).

Note: Annual events should enter the Seasonal Marketing category.

Seasonal Marketing

- Seasonal Marketing – Products
- Seasonal Marketing – Services

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