

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 2022. The ACA has always 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 2022 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 2022, 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.

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 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

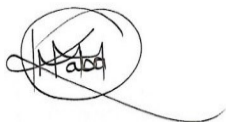
I encourage you to visit effie.org to find advice from past juries, entry webinars and sample case studies. As a longer-term resource, sign up to receive an Insight Guide.

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 2022.

Please do not hesitate to contact the Effie Team 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 2022 Effie Awards competition. All the best.

Ke a leboga,



Mathe Okaba



Mathe Okaba
Chief Executive Officer
Association for Communication and Advertising

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eligibility

Marketing efforts that ran in South Africa at any point between:

February 1, 2021, and January 31, 2022* are eligible to enter. (*The eligibility period for the Sustained Success category is **February 1, 2019, to January 31, 2022**)

- 👉 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 January 31, 2022*** - this is grounds for disqualification.
- 👉 Data and creative work 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.
- 👉 Test efforts are not eligible.
- 👉 A single effort cannot be submitted by different organisations in the same category. Teams must collaborate on a single entry. However, different organisations may take the lead on entering the work in different categories.
- 👉 Effie Worldwide reserves the right to re-categorise entries, split/redefine categories, and/or refuse entry at any time.

SPECIAL CIRCUMSTANCES

- 👉 If your effort launched in January 2021 or ended in February 2022, you may include data and creative work from those months to be evaluated by the judges as part of the standard eligibility period. Your work must have also run within the standard eligibility period (01/02/21-31/01/22). Further, results collected between 01/01/2021- 28/02/2022 that are directly tied to marketing activity within the standard eligibility period may be included.
- 👉 Review category definitions and re-entry requirements for additional guidelines.

eligibility

RE-ENTERING PREVIOUSLY ENTERED WORK

- 👉 2021 Gold Effie Winners can only re-enter a category in which they did not win Gold.
- 👉 Past Gold Sustained Success winners can re-enter the Sustained Success categories after 3 years - Gold winners from 2019 and earlier are eligible.
- 👉 2021 David vs. Goliath & Challenger Brand Solutions winning brands (Gold/Silver/Bronze) cannot re-enter these categories in 2022.

CATEGORY RESTRICTIONS

You may enter an effort into a maximum of 4 categories, with no more than 1 Industry category and no more than 2 Commerce & Shopper 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 customised to speak to the specifics of each entered category. Judges frequently express it is difficult to properly evaluate a submission when the entry wasn't tailored for the entered Effie category.

deadlines & fees

DEADLINE	DATE	MEMBER'S FEE	NON-MEMBER'S FEE
Early Bird Deadline	Wednesday, May 18 th	R 7,500.00	R 8,250.00
On-Time Deadline	Wednesday, June 01 th	R 9,375.00	R 10,131.00
Last Minute Deadline	Wednesday, June 15 th	R 14,063.00	R 15,469.00

Entry fees are locked based on the date of submission - all requirements must be met in order to submit your entry. Fees increase the morning after each deadline at 00h00.

Entries are non-refundable after time of entry.

PAYMENT DETAILS

Payment is due upon submission of your entry. Payment is accepted via Credit Card and EFT/ACH Transfer. Bank transfer instructions will be provided on the invoice which will be issued to you upon providing a valid purchase order to the Effie South Africa team.

If you require a vendor form or W-9 from Effie Worldwide, please email info@effieawards.co.za.

how to enter

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

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. The template includes all required fields that must be provided in order to submit your entry. In the Entry Portal, entrants will need to copy their answers to each question on the entry form into the corresponding question.

Please give yourself enough time to complete all requirements within the entry portal before your intended entry deadline.

There are dedicated Entry Forms for submissions into the Performance Marketing & Sustained Success categories. All other category submissions use the standard entry form.

ENTRY CHECKLIST

Reviewed by Judges	Other Requirements
<input type="checkbox"/> Written Entry Form	<input type="checkbox"/> Company & Individual Credits
<input type="checkbox"/> Creative Examples (Reel, Images)	<input type="checkbox"/> Publicity Materials
	<input type="checkbox"/> Case Background
	<input type="checkbox"/> Authorisation & Verification

the entry: overview

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. Judges are industry professionals – think through the questions they may ask and address those questions within your responses. Because jurors are reviewing 6-10 cases in a session, it is important that your entry is clear, concise, and engaging. Review the entry form questions in detail and utilise Effie’s resources like the Effective Entry Guide & past winning cases.

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.

The entry form is aligned to Effie’s Pillars of Marketing Effectiveness:

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 & STRATEGY (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 STRATEGY & IDEA TO LIFE (23.3% of score)

This section relates to how and where you brought your strategy & idea to life – including your creative, communications and media strategies and the creative work itself. Judges are looking to understand why you chose specific marketing channels and how they relate to your strategy and audience. Your creative work, as shown in the Creative Reel & Images, and the Investment Overview are judged as part of this scoring section.

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.

the entry: rules

The following will result in disqualification and entry fees will be forfeited:

Failing to adhere to the Effie Eligibility rules. Data presented must be isolated to South Africa, and the Effie eligibility period is 01/02/20-31/01/22*. No results after 31/01/21 may be included. Data prior to the eligibility period may be included for context. *See the [Eligibility section](#) for further details & special exceptions.

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, investment overview, creative reel, creative images). Do not include any agency names in your sources – this includes agency names other than your own. 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 as 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.

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 non-English creative work must include translation via subtitles or the Translation field on the Creative Examples tab.

Violating Creative Example (Reel, Images) Rules. Entrants must follow all creative 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.

the entry: sourcing data

All data, claims, facts, etc. included anywhere in the entry form must include a specific, verifiable source. Entries that do not 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.

Note: Judges cannot click on external websites, so if citing a website, please also include key sourcing details via text (e.g. publication, article name, date).

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.

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. For increased specificity, entrants are encouraged to list type of agency when applicable, such as: PR Agency Research, Media Agency Data, 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.

Effie Worldwide reserves the right to check all sources provided for accuracy.

the entry: creative reel

PURPOSE OF THE REEL: SHOWCASE EXAMPLES OF HOW YOU BROUGHT YOUR IDEA TO LIFE.

Your creative work is scored as part of Scoring Section 3: Bringing the Strategy & Idea to Life, which also includes your written response to Questions 3A-3C and the data presented in the Investment Overview. This section as a whole accounts for 23.3% of the total score.

CONTENT

At least one example of each integral touchpoint must be shown. To keep the focus on the creative work, judges recommend that 70% of the reel is spent showing examples of creative work the audience experienced, or other materials created to bring the idea to life internally or externally. There may be situations where this is not possible. In those instances, ensure that the judges are seeing a breadth of your work. The key is to ensure the judges are left with a thorough understanding of how your idea and strategy were brought to life - any set-up (re: context, challenge) should not impede the judges' ability to have this clear understanding. It can be helpful to label each creative example by type of media (TV spot, Radio spot, etc.) in situations where it may not be clear.

No results (of any kind) may be included - this will result in disqualification.

3-minute maximum; it is not required to utilise all three minutes. Sustained Success Entries: 4-minute max; review all requirements in the category definition.

Please also include a 30-second cut down of your reel for Effie judging and awards ceremony purposes.

JUDGING CONTEXT

Judges are required to read the written case before viewing the creative reel, so it is not necessary to repeat your written case. As a reminder, any set-up or explanation may not interfere with the judge's ability to review sufficient examples of your creative work and other materials representing how the idea was brought to life. Examples submitted must directly relate to your 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 touchpoints checklist (from the Investment Overview), 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, elements that are shown in the reel, but not outlined in the written case are cause for down scoring. The reel should complement your response to Questions 3A-3C.

Because the judges read the written case first and the focus of the reel is on the work, no results - hard or soft - may be included in the 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 entry: creative reel

MUST INCLUDE

At least one complete example of each integral touchpoint, as described in your written response in Scoring Section 3.

Video clips that are over 60 seconds may be edited down for time; but entrants are encouraged to keep as close to the original as possible.

If showing multiple examples of a touchpoint (e.g. 3 TV spots), after you show one example in full, it is ok to edit down the additional examples for time.

SPECS

2 creative reels per entry

3-minute maximum (Sustained Success: 4-minutes)

30-second cutdown of your creative reel

250 MB maximum file size

.mp4 format

High Resolution: 16:9 at 1920x1080.

Do not include any agency names/logos in the video or in the file name.

DO NOT INCLUDE

Results of any kind

Agency names, logos, images

Competitor creative work or logos. (Exception: permitted if competitor logos/work were included in your campaign materials. Competitors may be mentioned verbally.)

Editing that will misconstrue what your audience viewed (e.g. changing the audio during a TV spot)

Any confidential information, as creative reels will become public for finalists & winners

TALENT / LICENSING

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 organisation that shows the work for educational purposes of honoring effective marketing ideas and the successful teams (client and agency) creating them. In our experience, as long as the talent/music were used in your original creative work, you should not run into an issue with rights/licensing.

the entry: creative images

Images of the Creative Work: 2 images required; 6 images maximum

After the judges read your case and watch the reel, they review images of your 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 elements you wish to highlight.

Technical Requirements: .jpg format, high-res. 15 MB max. Do not include agency names or logos on any creative materials (including file names) submitted for judging.

Creative images will be shown publicly if your case is a finalist or winner.

other requirements: publicity

Entrants are required to provide the below publicity materials at time of entry.

PRIMARY PUBLICITY IMAGE

This should be an image of the 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.

Specs: High res, CMYK format, 100% of size. 15 MB max.

LEAD AGENCY & CLIENT LOGOS

Provide company logos for the Lead Agency and Client. Logos are not required for companies designated as Contributing Companies.

Specs: ai/eps preferred; jpg/png also accepted.

CREATIVE EXAMPLES FROM JUDGING

The Creative Work provided for judging (images, reel) will also be used for publicity purposes.

PUBLIC CASE SUMMARY

In 100 words or less, provide a summary of your case with no confidential information included.

STATEMENT OF EFFECTIVENESS

In 15 words or less, provide a statement that exemplifies the results of the case, ensuring no confidential is included.

other requirements: credits

Effie recognises 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 (full service, media, digital, promo, PR, event, etc.), media owners; retailers; etc.

COMPANY CREDITS

Lead Agency (1 Required, 2 Maximum)

Client (1 Required, 2 Maximum)

Contributing Companies (0 Required, 4 Maximum)

CO-LEAD AGENCIES: You may credit a second Lead Agency and they will be given equal recognition by Effie Worldwide. 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.

IN-HOUSE WORK: If you are an advertiser submitting in-house work, please list your company as both the Lead Agency & Client.

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 (0 Required, 10 Maximum)

Secondary Individual Credits (0 Required, 30 Maximum)

Primary Individual Credits will be utilised in situations where space is limited; otherwise all individuals will be listed in the credits.

Individuals credited on your case must be current or former employees of any one of the credited companies.

Effie's policy is that those recognised 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.

Client & Lead Agency credits are considered final at time of entry and cannot be added after the entry is submitted. Credits must be reviewed by senior account leadership and approved via the Authorisation & Verification Form, which can be downloaded in the Entry Portal after you have input all credits.

Additions to company and individual credits will only be permitted after time of entry if the entry did not already credit the maximum number. Credit additions require a R2,000.00 fee and will not be permitted after May 31, 2022. All credit requests will be reviewed and accepted at the discretion of Effie Worldwide and are not guaranteed.

confidentiality & publication

Effie Worldwide is a 501(c)(3) non-profit organisation that stands for effectiveness in marketing, spotlighting marketing ideas that work and encouraging Bettering the industry. 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:

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.

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.

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.

We respect that entries may have information deemed confidential. Within the Entry Portal, entrants are asked to set publishing permission for the written entry. Entrants may select from the following options:

PUBLISH AS THE CASE WAS SUBMITTED

You agree that the written entry form may be published as it was submitted and reproduced or displayed for educational purposes.

PUBLISH AN EDITED VERSION OF THE WRITTEN CASE

You agree to submit an edited version of your case study for publication which will be reproduced or displayed for educational purposes. You may redact any confidential information; however, you may not redact the entire results section.

The written case is the only portion of the entry that should contain confidential information. For that reason, the written case is the only portion of the entry that is included in the above publication permission policy. The creative work (reel, images), public case summary, and statement of effectiveness should not include confidential information and will be showcased in various ways (effie.org, partner websites/publications), along with your public-facing written case, if your entry becomes a finalist or winner. Work submitted must be original or you must have the rights to submit it.

confidentiality & publication

The Effie Awards entry and judging process is designed to help all entrants present their work effectively, while ensuring the confidentiality of classified information.

JUDGING

Judging events have strict confidentiality protocols and are securely supervised by Effie moderators. Judges are required to sign confidentiality agreements before judging begins. Judges cannot save 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. As with all data points, be sure to include context so the judges understand the significance of the data. 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 (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 Journal](#), [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.

Please review the Creative Reel section of the Entry Kit for more guidance on licensing/talent.

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.

confidentiality & publication

This year's eligibility time period is February 1, 2021 - January 31, 2022 and the awards will be presented in October 2022. For some companies, this delay may alleviate some concerns regarding sensitive data.

Companies across the full spectrum - from large to small and across all industry sectors enter the Effie Awards. Effie Worldwide'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.

To nominate a judge, please complete our [**Judge Application Form**](#).

Effie Board, Executive Staff, and 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 entries@effieawards.co.za.

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.

If your case becomes a 2022 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.

AGENCY RANKINGS

Agency office rankings are compiled using the Agency Name, city and state as listed on the Company & Individual Credits Tab in 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 capitalisation, 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.

judging

Your entry will be judged by some of the brightest and most experienced business leaders from 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.

Jurors 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.

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.

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.

In all rounds of judging, judges provide scores across Effie's four scoring sections:



winning an effie

Receiving an Effie Award signifies your work was one of the most effective marketing efforts of last year, incorporating an insightful strategy, effective creative, and the market results to prove it worked. As the competition continues to grow, winning an Effie is becoming increasingly difficult.

Winner notifications will be sent in October 2022. The 2022 Effie Awards South Africa Gala will be held in October 2022.

A complimentary trophy is provided to each winning lead agency. 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. Complimentary trophies will be issued to each Lead Agency during the gala.

If your case is a finalist or winner, you can purchase additional personalised trophies and certificates with your choice of credited company(ies) or individuals showcased.

[ORDER TROPHIES & CERTIFICATES HERE](#)



categories

[VIEW DEFINITIONS](#)

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 customised 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-categorise 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.

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.

industry categories

[VIEW DEFINITIONS](#)

Agricultural, Industrial & Building	Fashion & Accessories	Home Furnishings & Appliances	Personal Care
Automotive - Aftermarket	Finance	Household Supplies	Pet Care
Automotive - Vehicles	Food	Insurance	Professional Services
Beauty & Fragrance	Gaming & E-Sports	Internet & Telecom	Restaurants
Beverages - Alcohol	Government & Public Service	Leisure & Recreation	Retail
Beverages - Non-Alcohol	HEALTH & WELLNESS	Media & Entertainment Companies	Snacks & Desserts
Business & Office Supplies	Fitness & Wellness	New Product or Service Introduction	Software
Culture & The Arts	OTC	NEW: New Product or Service Line Extension	Transportation
Delivery Services	Rx - Consumer/DTC	Non-Profit	Travel & Tourism
Education & Training	Rx - Devices		
Electronics	Rx - Professional		
Entertainment & Sports	Healthcare Services		

specialty categories

[VIEW DEFINITIONS](#)

AUDIENCE	COMMERCE & SHOPPER	DIGITAL	MARKETING INNOVATION SOLUTIONS
Business-to-Business: Products, Services	Brand Experience	Direct to Consumer	Business/Product/Service Innovation
Multicultural: Non-Profit, Products, Services	Category/Aisle Evolution	Engaged Community	Customer Experience
Youth Marketing: Products, Services	Challenger Brand Solution	Influencer Marketing	POSITIVE CHANGE
BRAND CONTENT, ENTERTAINMENT & EXPERIENTIAL MARKETING	Crisis Response / Critical Pivot	Performance Marketing	Environmental: Brands, Non-Profit
Brand Content & Entertainment	Data-Driven	Social Media	Social Good: Brands, Non-Profit , NEW: Diversity, Equity & Inclusion
Brand Integration & Entertainment Partnerships	E-Commerce	HEALTH & WELLNESS	TOPICAL & ANNUAL EVENTS
Experiential Marketing: Live, Digital, Live + Digital <i>Formerly Brand Experience</i>	Media Innovation	Disease Awareness & Education: Charitable/Research Funding; Non-Profit; Pharma/Corporate	Crisis Response / Critical Pivot
BUSINESS ACHIEVEMENT	Multi-Brand Shopper Solution	MEDIA	Current Events
Corporate Reputation	Multi-Retailer Program	Data-Driven	Seasonal Marketing
David vs. Goliath	New Product/Service Introduction	Media Content Partnerships	
Marketing Disruptors	Omni-Channel Shopper Solution	Media Idea	
Renaissance	Seasonal/Event	Media Innovation: Emerging & New Channels, Existing Channels	
Small Budgets: Non-Profit, Products, Services	Single-Retailer Program: Mass Merchants, Supermarkets, Drugstores, Other		
Sustained Success: Non-Profit, Products, Services	Sustained Success		
Timely Opportunity: Products, Services			

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Effie South Africa		
Entry Questions	Program Website	entries@effieawards.co.za
Judging Questions	Judge Application Form	judging@effieawards.co.za
Other Awards Programs		
Global Effie: Multi-Region	Program Website	multiregion@effie.org
Global Effie: Best of the Best	Program Website	bestofthebest@effie.org
National & Regional Effie Programs	Partner Listing	ww@effie.org
Other Awards Programs		
Case Database	Effie.org/cases	subscriptions@effie.org
Effie Academy (Education & Training)	Effie.org/education	academy@effie.org
Effie Index		index@effie.org
Partnership Opportunities		partnerships@effie.org