



2025 Entry Kit



effie

Introduction

This document is designed to give you all the information you need to write and submit your entry. It includes all the practical information - like what work is eligible to enter, what categories are available, accepted creative assets & credits, how publication permissions work, how to source your data, etc. It also explains the Effie entry form section by section, to help you understand exactly what the judges are looking for. Plus, there's information about what happens during judging and beyond.

We'll offer complimentary online workshops that you can sign up for, and additional information can be found on <https://effieawards.co.za/>

If you have any questions on the complimentary online workshops or questions at any stage of the process, please ask and we'll be happy to help. Just email <mailto:info@effieawards.co.za>.

We wish you all the best in this year's competition!



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How to enter

Eligibility

ALL MARKETING ACTIVITY THAT RAN IN SOUTH AFRICA AT ANY POINT BETWEEN 01 FEBRUARY 2024 – 31 JANUARY 2025 IS ELIGIBLE TO ENTER.

Any and all marketing cases, from any discipline, whether full campaigns or specific activities within a campaign, can enter. Data and creative work presented must be specific to South Africa. Test efforts are not eligible.

The creative work and the written text of the entry must be the original work of the credited companies and authors.

One or any multiple combination of mediums may be submitted; any work that demonstrates how the objectives were achieved. Detail the “why” behind the strategy and provide proof that the work achieved significant results.

Your work must have run during the eligibility period. Elements of the work may have been introduced earlier and continued after, but the information you submit for your entry must have taken place *during* the qualifying time period.

Results that illustrate the effectiveness of your case can fall outside of the eligibility period but must be tied directly to the marketing activity you have entered.

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.

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. Review category definitions and re-entry requirements for additional guidelines.

*** Sustained Success and Performance Marketing category campaigns** have separate eligibility periods to that stated above. You’ll find more information in the [category definition](#).

Eligibility

RE-ENTERING PREVIOUSLY ENTERED WORK

- Entrants, finalists & winners of the previous year’s competition period must update their entry to the current eligibility time period, including results.
- 2024 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 the 2021 competition and earlier are eligible to enter.
- 2024 David vs. Goliath & Challenger Brand Solutions winning brands (Gold/Silver/Bronze) cannot re-enter these categories in 2025.

ENTERING IN MULTIPLE CATEGORIES

- 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.
- Each entry should be customized to speak to the specifics of each entered category. Judges are evaluating your work against the category definition.

Deadlines & Fees - Entries open 03 April 2025

DEADLINE	DATE	MEMBER FEE	NON-MEMBER FEE
How to write a “Winning Effie” Entry Workshop	19 March 2025		
First entry deadline	30 April 2025	R9100.00	R10000.00
Second entry deadline	14 May 2025	R11400.00	R12600.00
Third entry deadline	28 May 2025	R17100.00	R18800.00
Fourth entry deadline	4 June 2025	R25600.00	R28150.00

Fees increase the morning after each deadline at 10:00 am SAT. Entry fees are locked based on the date of submission - all requirements must be met to submit your entry.

NON-PROFIT DISCOUNT

50% off Entry Fees.

Eligibility: This applies when the entering organisation or brand is non-profit. Discounts are automatically applied in the entry portal. If you have any questions, please reach out to <mailto:info@effieawards.co.za>



HOW TO PAY

Payment is due by no later than Thursday, 11 June 2025.

Payment is accepted via **credit card (AMEX, Mastercard, Visa) or EFT/ACH Transfer**. When submitting your entry, you can choose to pay at that time via credit card, or to generate an invoice to be used for payment processing. Bank transfer instructions will be provided on your invoice.

If you require an invoice, please email info@effieawards.co.za

How to submit your entry

Entries are submitted online in the Entry Portal at [Enter Effie SA](#)

Before submitting your entry, we recommend you use the relevant Entry Form Template to prepare it - the next section explains what's required for each part. You can access the **Entry Form templates** [here](#).

- The template includes all required fields that must be provided in order to submit your entry.
- Once drafted, copy/paste the answers to each question into the corresponding question in the entry portal.
- Please give yourself enough time to complete all requirements within the entry portal before your intended entry deadline.
- Ensure you have credited all of your main strategic and creative partners and collaborate with all partners on submitting your effective work.

Note: there are dedicated Entry Forms for submissions into the Performance Marketing & Sustained Success categories.

Here's a checklist of the entry requirements:

REVIEWED BY JUDGES	OTHER REQUIREMENTS
<ul style="list-style-type: none">• Written entry form• Creative examples (reel, images)	<ul style="list-style-type: none">• Case background• Company & individual credits• Publicity materials• Authorisation & verification form

Categories

CATEGORY LIMIT

Cases can be entered in **up to four categories (max)**. Of those four categories, only **one category submission can be an industry category, and you may only enter up to two Commerce & Shopper categories and one Topical & Annual Events**. You're not required to enter an Industry category or a Commerce & Shopper category – you may enter four speciality categories instead.

Each entry should be customised to speak to the specifics of each entered category whenever applicable. Judges are often frustrated and express difficulty in effectively evaluating a case when an entry isn't tailored for the entered category and will down score accordingly.

The entry portal supports entering your work in multiple categories. When starting a new entry, you can view the list of categories and click "add to entry" button next to each one you would like to enter in. You can also add additional categories after you start an entry - scroll up to the top and click the "add to more categories" button. You will need to adapt the entry form based on the category definition and pay the entry fee for each category entered.

The Effie Awards reserves the right to re-categorise entries, split/redefine categories and/or refuse entry any at any time.

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, brand content & experiential marketing, business challenges, commerce & shopper marketing, digital, health & wellness, media, marketing innovation, positive change and topical marketing.

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.

Category Overview

BUSINESS CHALLENGES	INDUSTRY
Marketing Disruptors New Product/Service Introductions (now includes product/service line extensions) Renaissance	Automotive Beauty & Personal Care Beverages Culture & The Arts



<ul style="list-style-type: none"> Seasonal Marketing Small Budgets Sustained Success: Products, Services Timely Opportunity (formerly Seize the Opportunity) Topical Marketing 	<ul style="list-style-type: none"> Delivery Services Education & Training Electronics Entertainment & Sports Fashion & Accessories Finance Food Gaming & E-Sports Government, Institutional & Third Sector Healthcare Hobbies, Leisure & Recreation Home Goods & Services Internet, Telecoms & Utilities Media & Entertainment Companies (NEW) Pet Care (NEW) Professional Services Restaurants Retail Software Travel, Transport & Tourism
SPECIALITY	
<ul style="list-style-type: none"> Artificial Intelligence (AI) Behavioural Science Business-to-Business Commerce & Shopper Community Management Corporate Reputation Crisis Response/Critical Pivot Customer Experience & Engagement Media Strategy & Idea Partnerships & Sponsorships Performance Marketing Social Media 	
POSITIVE CHANGE	
<ul style="list-style-type: none"> Social Good – Brands Social Good – Brands Social Good – Non-Profit Environmental – Brand Environmental – Non-Profit 	<p>CATEGORY DEFINITIONS CAN BE FOUND IN THE APPENDIX AT THE BACK OF THIS ENTRY KIT.</p>



How to complete the entry form

Entry Form Overview

The written Entry Form has three sections:

1. **Entry details and Executive Summary** to set the stage of your entry.
2. Full written case. This is where you tell your marketing story from beginning to end across the four pillars of the Effie framework, listed below. It is important to have a coherent storytelling through the entire entry.

Section 1: Challenge, Context & Objectives (23.3% of score)

Section 2: Insights & Strategy (23.3% of score)

Section 3: Bringing the Strategy & Idea to Life (23.3 % of score)

Section 4: Results (30% of score)

3. Investment overview (an outline of what you spent and where, i.e. topline budgets for development/production and activation/media)

The next few pages give an overview of each of the four pillars of the Effie framework to explain what's required for each section.

1. Challenge, Context and Objectives

This section lays the foundation of your case and accounts for 23.3% of your score. If it's weak your whole entry will suffer, because it's key to understanding how big your idea was and how impressive the results were. 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. They 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.

Reminder: Judges might not be familiar with your brand's industry, so try to avoid jargon or acronyms.

QUESTION 1A

The context to your brand and business situation. Could include main competitor spend, position in market, category benchmarks, etc. Explain the characteristics or trends in the market (e.g. government regulations, societal trends, weather/environmental situations). Frame what success looks like in your category.

QUESTION 1B

Judges look for clear objectives that are not retrofitted to match the results of the case. We ask you to outline your objectives across the following 3 types:

- **Business:** This should be the one key thing that you wanted to achieve. The ultimate commercial objective that was being discussed in the boardroom. State it as clearly and simply as possible.
- **Marketing:** These should be directly linked to the customer or target audience in some way. Usually linked to a behaviour change what did you want people to start doing / doing more / doing less / stop doing etc. You can have up to 3 of these objectives.
- **Campaign/Activity:** What did you set out to change or reinforce through your activity? For e.g. attitudes, perception, social discourse etc. You can have up to 3 of these objectives.

CATEGORY-SPECIFIC GUIDANCE

- **Commerce & Shopper Cases:** Include Category/Retailer Growth objectives if applicable.
- **Performance Marketing Cases:** You may provide both Pre-Conversion objectives and Conversion metrics. You must provide at least one conversion objective. Please see the Objectives Guide for examples of Pre-Conversion and Conversion metrics along the customer journey. Present the performance marketing goals and explain how these goals relate back to the overall brand or organisation's strategy and objectives.
- **Sustained Success Cases:** It's important to include change over time for both questions.

2. Insights & Strategy

This section asks you to explain the strategic thinking that enabled you to pivot from the challenge to your results. It counts for 23.3% of your total score.

QUESTION 2A

Explain who the target audience is and why they were the right for your brand, bearing in mind your context, challenge and objectives. Outline if your target was existing, or new, or both. Describe them using demographics, culture, media behaviours, etc.

- **Commerce & Shopper Cases:** Be sure to highlight the shopper's motivations, mindset, behaviours, and shopper occasion.

QUESTION 2B

Outline your key insight(s) and how your audience's behaviours and attitudes, your research and/or business situation led informed them. Your insight(s) may be a consumer, channel or marketplace insight etc. Keep in mind, an insight is not merely a fact or observation, it is the strategic insight, unique to your brand and audience, that was leveraged to help meet your objectives.

Performance marketing cases: Your answer should include the data and audience insights that led to your strategy and idea and can include one or more of the following:

- Any non-data insights (e.g. behaviour observation, market research) that complemented your data insights.
- Any data analysis that provided the breakthrough in shaping your strategy.
- New ways of identifying your audience and their search and purchase behaviour.
- Any marketing channel insights that was the foundation of your marketing spend channel mix.

QUESTION 2C

The judges are looking to you to describe the core idea or shift you made that drove your effort and led to the breakthrough results. What was at the very heart of the success of this case? Please show how your thinking related back to your insight and audience.

- **Performance Marketing Cases:** In addition to the above, your answer should bring to life your initial strategy and idea on how to target and convert your audience.
Note: In Section 3 (Bringing the Strategy & Idea to Life), you can describe how you optimized or changed your strategy based on real-time performance.
- **Sustained Success Cases:** It's important to include change over time.

3. Bringing the Strategy & Idea to life

Judges are looking for a summary of the key elements of your plan, including your creative work and channel strategy. It's important to help them understand how your plan relates back to your strategy and audience, and how the core components worked together to drive results. This section will be scored based on your answers, the information in the Investment Overview, and the assets you showcase in the creative reel and images. Together they account for 23% of the total score.

QUESTION 3A

Articulate how you activated your strategy. This may include one or more of the following: communications, brand experience, packaging, a product extension, a retail space (in store or stand-alone), a promotion, sponsorship or partnership, CRM program, search engine marketing, display advertising, affiliate marketing etc.

QUESTION 3B

Outline the key creative building blocks of the executions for your main marketing vehicles e.g. endline, call-to-actions, format choices, SEM copy, display ads, email copy and visuals, short or long videos etc.

QUESTION 3C

Your channel plan, with clear rationale behind the choice you've made. Judges are looking to understand why you chose specific channels and how they relate to your strategy and audience. Explain how the integral elements worked together to drive results.



4. Results

Tie together the story of how your work drove the results. This section is key for a winning entry and accounts for 30% of the overall score. Judges are looking for direct correlations between the objectives and the results of a case.


QUESTION 4A

Results must relate to your objectives and KPIs as outlined in Section 1.

- Explain how the results impacted brand and the brand's business. Why were these metrics/results important to the brand?
- Prove the results are significant using category, competitive and brand context. You should do this by providing context with historical data, industry benchmarks, competitors, etc so that judges can contextualise results.
- When providing engagement/social metrics in particular, detail what these meant for the brand and business/organisation.
- If you achieved additional results, explain what they were and why they are significant.
- When key metrics are withheld without explanation, judges may assume it is because the results were weak.

QUESTION 4B

It is important to make a compelling argument around why marketing led to the results achieved, eliminating or attributing other factors that could have contributed to your success.



How to craft your entry within guidelines

The Entry: Requirements

The following could result in disqualification and loss of entry fees:

Failing to adhere to the eligibility rules. Data presented must be isolated to South Africa & work must have run at some point between **01/02/24 and 31/01/25**. Results prior to the eligibility time period that help to provide context for judges to assess the significance of results achieved within the eligibility time period are fine to submit. Results that fall after the end of the eligibility period that are directly tied to the work that ran in the eligibility timing are also fine to submit. No work after the cut-off to the eligibility period should be submitted. See the [Eligibility section](#) for further details & special exceptions.

Entry does not meet category definition requirements. Entries are judged based on their effectiveness within the entered category.

Agency names/logos included 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.

Note: It is fine for an agency name to appear in an entry in situations where: the agency is the brand for the entered case, or the agency name appears in the creative work that ran publicly.

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 following “sourcing data” page for more information.

Directing Judges to External Websites. Entries are judged solely on the materials presented in the written entry and the creative examples supplied (creative reel + images). Entrants aren’t 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 on the Entry Portal.

Violating Creative Example (creative 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 should include a specific, verifiable source. Entries that do not source data will be disqualified.



On 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 without word limit restrictions. Here's what you need to do:

1. At the end of a sentence which includes 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.

Judges cannot click on external websites when reviewing your entry, so if citing a website please also include key sourcing details (e.g. publication, article name, date).

ADDITIONAL GUIDANCE

- Because of Effie's specific eligibility period, entrants are required to include the dates covered for all results data presented.
- All data must be included in your response to Sections 1-4 and Investment Overview. Entrants may not add additional information or explanation in the sourcing section. The sourcing sections should only be used to provide citation.
- Use the specific name of the company to reference a source except when the source is an agency (advertising, 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 and is not limited to the entering agency. For increased specificity, entrants are encouraged to list the type of agency when applicable, e.g. "PR Agency Research", "Media Agency Data", etc. As with all other sourcing, include any relevant citation information (type of research/data, dates covered, etc.). Research companies should be cited by name, and judges encourage third-party data when available.
- Effie Worldwide reserves the right to check all sources provided for accuracy.

The Entry: Creative Reel

Your creative work is scored as part of Scoring Section 3: *Bringing the Strategy & Idea to Life*.

The focus of the reel should be the creative work. You don't need to feature all of the 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. Any set-up (re: context, challenge) should not impede the judges' ability to have this clear understanding.

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.

MUST INCLUDE	DO NOT INCLUDE
<ul style="list-style-type: none"> At least one complete example of each integral touchpoint, to ensure that the judges can see the breadth of the work you've described. It can be helpful to label each creative example by media type ("Outdoor", "Social", etc.) Video clips 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. 3x TV spots), after you show one example in full, it's fine to edit down the additional examples for time 	<ul style="list-style-type: none"> Results of any kind will lead to disqualification Agency names, logos, images Competitor creative work or logos. (Exception: permitted if competitor logos/work were included in your campaign materials.) 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.

SPECS	TALENT / LICENSING
<ul style="list-style-type: none"> 1 creative reel per entry 3 minute maximum (Sustained Success entries can be 4 minutes) 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. 	<ul style="list-style-type: none"> 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 an educational organisation that shows work for educational purposes, and for 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: at least 2 images are required; a maximum of 6 images are allowed.

When the judges have read your case and watched the reel, they'll review images of your work. The images uploaded should complement your reel and help the judges better evaluate the image-based 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'd like judges to have 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 element 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) you submit

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



Other Requirements: Publicity

Entrants are required to provide the publicity materials below at the 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 jpg, 15 MB max.

LEAD AGENCY & CLIENT LOGOS

Please provide current company logos for the Lead Agency and Client. Logos are not required for companies designated as Contributing Companies. These will appear on screen at the gala if you're one of our winners, so please make sure the logos are current and high res.

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

CREATIVE EXAMPLES FROM JUDGING

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

PUBLIC CASE SUMMARY

In 90 words, 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 information is included.

(optional) TEAM PHOTO

Team Photos may be featured online and at the Effie Awards Gala. Photos may be of the client/agency together or featured separately. You may upload a maximum of one photo per lead agency and client. If your entry has a second lead agency or client, additional photos may be uploaded. (4) images max per entry

Specs: High res jpg, 15 MB max.



Other Requirements: Credits

Effie recognizes 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.

Effie’s policy is that those recognized 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 Authorization & 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 R2000.00 fee per request and will not be permitted after 11 June 2025, 2025. All credit requests will be reviewed and accepted at the discretion of Effie Worldwide and are not guaranteed.

COMPANY CREDITS	INDIVIDUAL CREDITS
<p>Lead Agency (1 Required, 2 Maximum) Client (1 Required, 2 Maximum) Contributing Companies (0 Required, 4 Maximum)</p> <p>CO-LEAD AGENCIES: You may credit a second Lead Agency and they will be given equal recognition by Effie. 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.</p> <p>IN-HOUSE WORK: If you are an advertiser submitting in-house work, please list your company as both the Lead Agency and Client.</p> <p>Please confirm the spelling and formatting of other company names to ensure they’ll receive proper credit in the Effie Index® and in all forms of publicity if your case is a finalist or winner.</p>	<p>Primary Individual Credits (0 Required, 10 Maximum) Secondary Individual Credits (0 Required, 30 Maximum)</p> <p>Primary Individual Credits will be used in situations where space is limited; otherwise all individuals will be listed in the credits.</p> <p>Individuals credited on your case must be current or former employees of any one of the credited companies.</p>



Confidentiality & Publication

Effie Worldwide is an organisation that stands for effectiveness in marketing, spotlighting marketing ideas that work and encouraging thoughtful dialogue about the drivers of marketing effectiveness.

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 the publishing permission for their written entry. Entrants may select from the following options:

PUBLISH AS THE CASE WAS SUBMITTED

If you're a finalist or a winner, you agree that your entry may be published as it was submitted and reproduced or displayed for educational purposes.

PUBLISH AN EDITED VERSION OF THE WRITTEN CASE

If you're a finalist or a winner, you agree to submit an edited version of your case study for publication which will be reproduced or displayed for educational purposes. In this case, you may redact sensitive data, however, you may not redact any section in its entirety including results

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 on confidentiality, please email info@effieawards.co.za.

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.

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 on the [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.



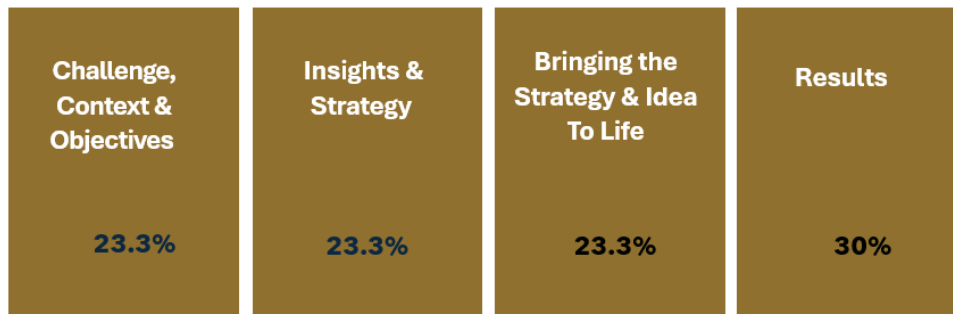
**What happens
next?**

Judging

Your entry will be judged by some of the brightest and most experienced business leaders in South Africa. We draw on their experience to not only judge the work of their peers but to highlight learning for the industry overall. For more on the judging process, [visit our website linked here.](#)

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 written feedback on each case for the Insight Guide.

Judges 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 to give judges a clear understanding of the category situation and explain what your KPIs mean in the context of the category. In all rounds of judging, judges provide scores across the four pillars of Effie's effectiveness framework:



The judges' scores determine which entries will be finalists and which finalists are awarded a Gold, Silver, or Bronze Effie trophy. Each level has minimum scores required to be eligible for finalist status or for an award, therefore 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 award for the single best case entered in a given year. As the Grand Jury is 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.

Interested in becoming a judge?

We welcome nominations for senior marketers across the industry for judging. Participating as a judge is one of the most valuable ways to learn about the awards, understand how judging works, and confidentiality rules firsthand. Previous judges have also said how much they've enjoyed the opportunity to review and evaluate great work with fellow marketers from different disciplines.

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

If you win

WINNING AN EFFIE

Winning an Effie Award means your work stands out as one of the most effective and impactful marketing efforts, combining insightful strategy, creative brilliance, and proven market results. As the competition continues to grow, winning has never been more challenging or rewarding.

Winner notifications will be sent once judging is completed. The 2025 **Effie Awards** South Africa Gala will be held on a date to be confirmed.

TROPHY

A complimentary trophy is provided to each winning lead agency and client company. 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.

Additional trophies may be purchased directly from the Association for Communication and Advertising after the event.

If your case is a finalist or winner, and you're interested in purchasing additional personalised trophies and/or certificates with your choice of credited company(ies) or individuals showcased, please contact the Association for Communication and Advertising.

EFFIE INDEX

The Effie Index (effieindex.com), identifies and ranks the most effective agencies, marketers, brands, networks, and holding companies by analyzing finalist and winner data from Effie Awards competitions around the world. Announced annually, it is the most comprehensive global ranking of marketing effectiveness.

If your case becomes a 2025 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 the location of the office using the city/state fields. Effie encourages consistency year-to-year.

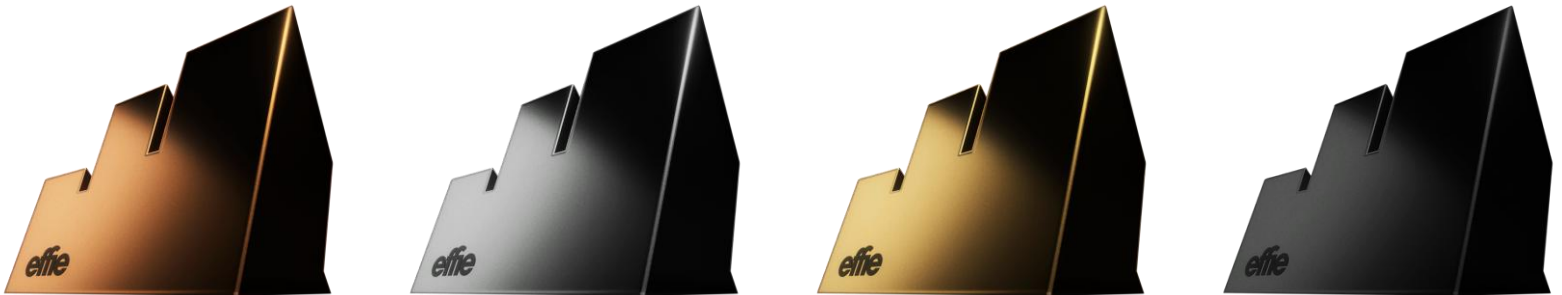
Be sure to guide all teams entering in the competition within your office to list the company name in a consistent manner – this includes consistent capitalization, spacing, punctuation, abbreviations, etc. This will ensure all finalist/winning cases from your office location can easily be tabulated together.

Reserving the right to make changes (wording in some places).

AGENCY NETWORK & HOLDING COMPANY RANKINGS

Agency networks and holding companies are selected 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.



Appendix

The background features several overlapping, semi-transparent geometric shapes in shades of grey and black. A prominent, bright yellow line runs diagonally from the upper left towards the lower right. Another similar, though slightly dimmer, yellow line runs parallel to it below. The overall aesthetic is modern and technical.

Contact us

QUESTIONS ABOUT YOUR ENTRY

For any questions regarding the entry process, materials, categories, rules, etc., don't hesitate to contact our team at <mailto:info@effieawards.co.za>

CASE LIBRARY & SUBSCRIPTIONS

The purpose of the Case Library is to educate about effective marketing and to showcase the companies and individuals creating effective work to enhance learning in our industry. Take a look at what the Effie Case Library has to offer [here](#). For more information email our dedicated team on subscriptions@effie.org.

JUDGING

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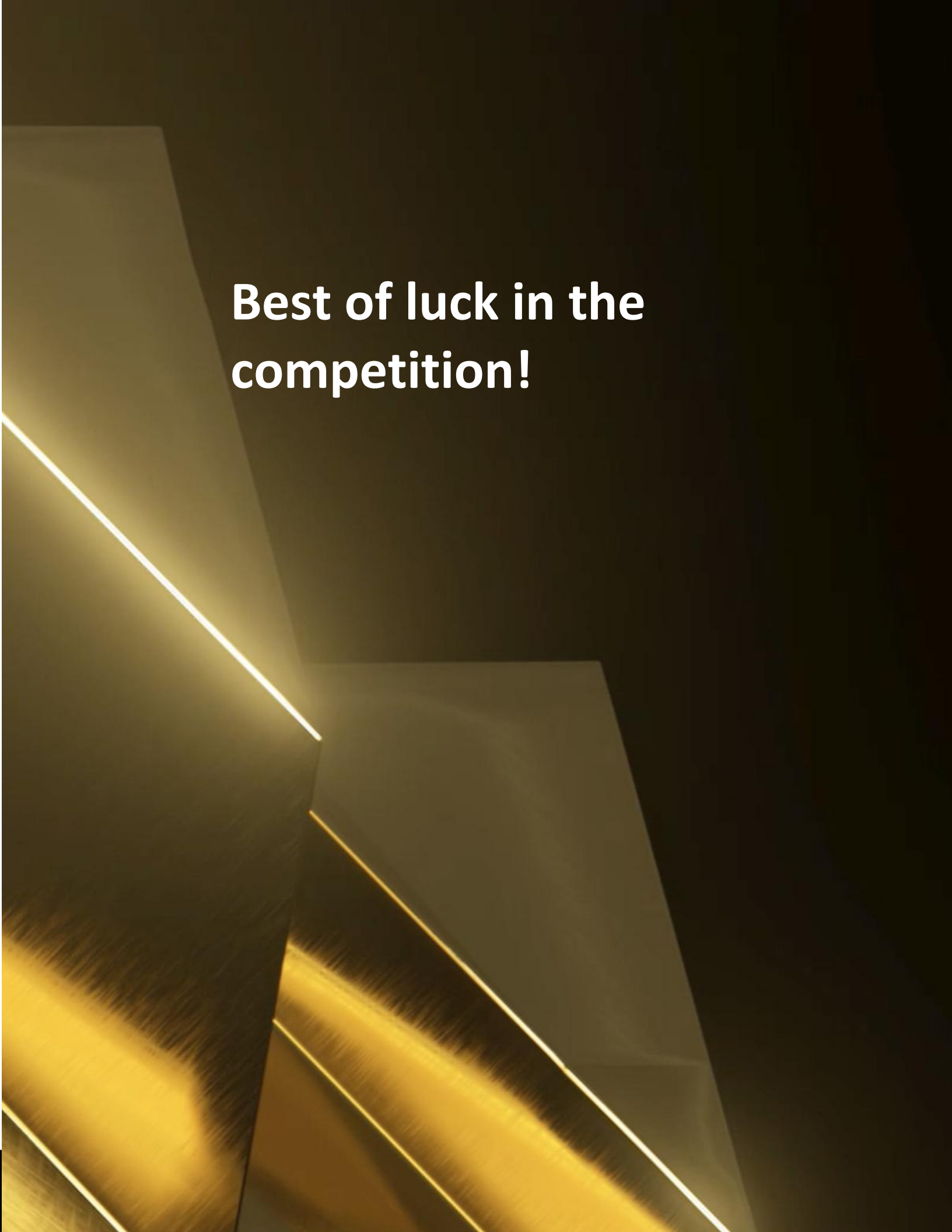
ACADEMY

Effie Academy provides marketers with the tools and support they need to adapt, grow and stay relevant. The rigor and proven effectiveness of our Effie Framework is the foundation for all training programs, providing the most progressive training for individuals and businesses. Our programs mix theoretical and hands-on learning by combining data from more than 10,000 cases with our network of top industry leaders to deliver peerless training programs for marketers at every stage of their career.

From self-directed to team training, Effie offers flexible options to build your culture of effectiveness. Visit effie.org/education to learn more.

Contact Us		
South Africa Effie Program	Program Website	Effie SA Entries
Global Effie: Multi-Region* <i>*Biannual program</i>	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
Effie Academy	Effie.org/education	academy@effie.org
Partnership Opportunities		partnerships@effie.org





**Best of luck in the
competition!**