

effie
awards
2011 Entry Kit



Welcome to the 2011 EFFIE Awards Competition!

It is our pleasure to invite you to be a part of the 2011 EFFIE Awards Romania.

Founded in 1968, EFFIE awards Ideas that Work — the great ideas that achieve real results and the strategy that goes into creating them. Whether mainstream or unconventional, digital or print, design or advertising, paid or unpaid - any form of marketing communications can enter.

EFFIE Romania was launched in 2004, to honor the most significant achievement in marketing communications: effectiveness. EFFIE Awards recognize creative ideas and the communications mediums that contribute to a brand's success.

For those choosing to enter, we strongly recommend to:

- Participate in the EFFIE seminars and gather information on past award-winning cases
- Read on to learn how to submit your work easily and effectively.

We look forward to your entries in this year's EFFIE competition and wish you the best of luck.

The EFFIE Romania Organizing Committee



ABOUT EFFIE

EFFIE is the most significant award in our industry because it honors and recognizes the one most important achievement in advertising: Results.

In Romania, the award is presented annually by the IAA and UAPR in recognition of the past year's most effective advertising campaigns - campaigns that have delivered superior results by meeting or exceeding the marketing objectives that were initially established.

EFFIE is an internationally recognized award and is organized in more than 40 countries worldwide.

EFFIE philosophy

The goal of advertising and related marketing communications is to support marketing campaigns achieve their objectives. As an important part of this goal, advertising should be recognized for its contribution and underscore the creative and strategic role it plays.

EFFIE supports and promotes the role of advertising as an effective and efficient use of marketing resources.

EFFIE stands for a consistent philosophy and a rigorous set of practices, built around the demonstrated ability of advertising to achieve marketing goals.

EFFIE core values

EFFIE is the first and foremost effectiveness award, based upon proven results in the marketplace. Creative execution is also considered as part of the EFFIE process and is weighed as part of the criteria for an EFFIE award.

EFFIE encourages the dissemination of learning about best practices in advertising effectiveness.

A strong international EFFIE network strengthens all EFFIE programs by enabling partners to share with one another, with the goal of strengthening and expanding the brand worldwide.

TABLE OF CONTENTS

What is new in 2011	5
Eligibility, Deadline & Fees	6
Categories	8
What You Need to Enter	12
How Your Entry will be Judged	14
Brief & Creative Requirements	17
Credits Required for your Entry	24
Publication of Your Entry	25
Final Checklist/ Mailing your Materials	26
Ten Reasons for Disqualification	27
Tips For Successful Completion of Your Entry	28
Common Mistakes	29
Tips for a good case	30
Competition Audit	32

WHAT IS NEW IN 2011?

1. **The Effie brief has 7 (seven) pages.**

The new Brief of Effectiveness has now 7 pages (excluding the entrant information). The sections of the brief are renewed. The other rules of completing the brief stay the same and are mentioned in the "10 reasons of disqualification" section.

2. **Online support for brief writing**

To support the brief writing teams to follow the guides and rules of brief technical writing, the organizing committee has developed an online tool, available free for any agency or client that would like to submit a case.

The tool is a helping tool and is not mandatory to be used.

The tool has the main role of verifying the pagination, minimum fonts and colors, to avoid the appearance of writing mistakes that are part of the disqualification reasons.

The tool is not intervening into the content of the brief, only in its technical format.

A walkthrough manual is released together with this entry kit, nevertheless direct support will be provided for applicants.

3. **New Categories**

Effie is about communication efficiency acknowledging the diverse forms and formats of communication nowadays. There are changes in the marketplace and the Effie would keep the pace with today's changes. Therefore, there are two new specialty categories, introduced in 2011, with detailed description in the category section of the Entry Kit:

- Shopper Marketing
- Media Efficiency

These categories will not compete for Grand Effie.

For All submitted entries the agency will provide a short movie (maximum 1 minute) in avi format. The movie will present the case study (from market challenge to results) and must contain public information approved by the client. The purpose of these movies is to be shown only during the Awarding Gala event for all winning campaigns.

ELIGIBILITY, DEADLINES & FEES

Any and all marketing communications efforts/campaigns, whether full campaigns or special segments within a campaign are eligible to enter. Retail experience, viral, buzz, direct mail, PR, Radio, TV - any one or any multiple combination of mediums - any examples of work that demonstrate how you tackled your client's objectives can be entered. To enter you must detail the "why" behind the strategy and provide proof that your work achieved the results that were initially set forth before the campaign began.

To enter the EFFIE Awards, your case must contain:

Campaigns that have run between 1st of January 2010 – 31st of December 2010.

Campaigns may have been introduced earlier but must have run during this period and have data relative to the qualifying time.

Winning campaigns that have been submitted at previous EFFIE editions are not eligible.

Winning campaigns in Sustained Success category could re-enter the same category only after 3 years have passed.

Campaigns must state clear objectives & offer proof of having met or exceeded them.

Credits:

We encourage all contributing parties to work together to submit a case(s), as in many instances collaboration yields the most effective, complete, and successful campaigns.

You must credit all of your main strategic and creative partners for each case submitted.

The creation of campaigns and entries should be in line with all other relevant and valid advertising laws, Codes and Regulations

Deadlines:

EFFIE Awards 2011 Calendar

Entries Submission	3 rd of March 2011 – 23 rd of May 2011
Judging Process - Round One	9 th of June 2011
Judging Process - Round Two	10 th of June 2011
Announcing the Winners - The Awarding Gala	13 th of June 2011

ELIGIBILITY, DEADLINES & FEES

You may enter your work anytime between March 1st 2011 and May 23rd , 2011. The entry fee is determined by when you submit your work into the competition.

ENTRY FEES:

Entry type	Deadline	Fee for IAA/UAPR members	Fee for non members
Early Bird	3rd of March - 20 th of March	2,000 lei +VAT	3,000 lei +VAT
On time	23rd of March - 20 th of April	3,500 lei +VAT	4,500 lei +VAT
Last Chance	21 st of April - 23 rd of May	4,500 lei +VAT	5,500 lei +VAT

Entries will not be accepted if they are not accompanied with the correct entry fee payment proof.

⇒ Note: Entries received after 23rd of May 2011 will not be processed and therefore will not be entered into the competition. Entry materials that may arrive post-May 23rd will either be returned to sender at sender's expense or destroyed.

The payment will be done as follows:

Via the organizing agency:

Millenium Image & Communication Grup SRL

Address: Str. Gheorghe Lazar, nr.21, sector 1, Bucuresti

Phone: 021/ 314.66.15

Fax: 021/ 314.66.19

RO 136 74 055

j40/1055/2001

Bank: ING BANK N.V. AMSTERDAM, sucursala Bucuresti

Account no: RO35INGB0001008190818910

Details of payment: Effie participation + name of the case



CATEGORIES

Food Products I (e.g. meat, milk and dairy products, pet food)

Food Products II (e.g. snacks, confectionery and deserts)

Non-Food Products (FMCG – e.g. apparel, footwear, accessories, household supplies & care, beauty products)

Alcoholic Beverages – Beers & Wines

Alcoholic Beverages – Spirits (any other spirit, liqueurs, brandy)

Non-alcoholic Beverages (e.g. mineral water, coffee, tea, carbonated and noncarbonated)

Durables (e.g. automobiles, electronics, household furnishing & appliances, computers)

Retail (e.g. fast food, restaurants, stores, supermarkets, retail chains, automotive retail, etc.)

Financial Services (e.g. home banking, insurance, loans, mortgage, mutual funds, traveler's checks, etc.)

Media & Entertainment (e.g. TV stations, magazines, newspapers, plays, museums, music organizations, concert series, cultural festivals, theater festivals)

Non-profit / Pro-Bono, Public Service Campaigns (advertising of a public service nature for a non-profit organization or association, including political messages, and special interest /trade group advertising)

Corporate Reputation, Image & Identity (includes sponsorships, corporate image and identity; advertising to promote corporations, not exclusively their products /services)

Telecommunications Voice Offers (e.g. mobile and fix, mobile phones, pre paid, etc)

Telecommunications Internet & Data (e.g. internet providers, high speed internet providers, offers, data packages etc)

Pharmaceuticals (e.g. medicines, vitamins, OTC's, dental, first-aid products and devices)

Others (e.g. luxury goods and services, software, real estate, transportation, travel & tourism)

+ special categories - view next page

SPECIAL CATEGORIES

I. **David vs. Goliath** - this is a category for tiny, new or emerging brands making inroads against big, well-established leaders and/or for established small brands taking on “sleeping giants”. The brand cannot be a sub-brand of a larger company. Entrants must detail the business challenge, the competitive landscape and how their business succeeded despite the odds – **cannot compete for Grand EFFIE.**

II. **Renaissance** - this is a category for rebirth campaigns; campaigns that succeeded in renewing an older brand, reversing a declining brand or re-staging a brand to reach new audiences and contemporize its relevance in the category or marketplace. Entrants must detail the business challenge, the situation of the brand, the competitive landscape and how the effort succeeded.

To enter a brand must have experienced a downturn of more than one year and a period of at least six months of upturn sales – **cannot compete for Grand EFFIE.**

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.

III. **New Product or Service introductions** - any communications effort used to introduce a new brand. Excluded from this category are the following:

- any variation of an existing product/service which shares the same brand name with an existing brand;
- a brand that has history on the market;
- extension of an existing brand with a sub-brand within the same category or a new one.

Note: Your entry must be written to address how your product and service was new and the situation you faced as a result of it being new. IE specifically what was new? Why did the newness matter?

IV. **Sustained Success**

At least 3 years of sustained success; submitted campaigns must have a common objective in both strategy and creative executions, with a continuation of core implementation elements, i.e. spokesperson, song, theme, tagline, etc. that demonstrate effectiveness over time; results must date back to January 2008 and must include the current year results – 2010. For this Special Category a different form of brief of Effectiveness shall be filled in. This category honors brands that had an exceptional performance over 3 years in a row. **Entries in this category cannot compete for Grand EFFIE.**

Note: There is a special entry form & creative submission requirements for the Sustained Success Award available at www.effie.ro. You are required to use this form to enter.

NEW SPECIAL CATEGORIES

V. Shopper Marketing

This award will focus on those integrated in store communication campaigns that were specifically designed to engage the shopper and guide his or her purchase process towards a desired end result.

Eligible campaigns include those for single or multiple brands, and/or for a category solution. Specific communication channels are eligible for inclusion: video displays, sampling programs, in-store signage and displays etc.

The campaign must demonstrate at least two touch points working in concert to push the shopper along the path to purchase.

The award will be given to the campaigns that best demonstrated how they effectively connected with the shopper (not the final consumer) and how effectively have influenced the shopper along the path to purchase, and inspired the shopper to become a buyer.

The cases are about campaigns that refer to the efficiency of communication of the brand or company in a particular retailer brand or in multiple retailer chains. It is not about retailer brands, but about brands communicating efficiently along the purchase path that ends inside the store. Is not about communication or promotional activities, developed nationwide or valid in the whole distribution environment, but campaigns dedicated to a specific shopper profile.

The cases are about original creative work (that could be derived from other brand communication, i.e. worldwide campaigns), translated into local created communication.

Entries in this category cannot compete for Grand EFFIE.

NEW SPECIAL CATEGORIES

VI. Media Efficiency

The EFFIE Awards are about outstanding effectiveness as a result of 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 and strategy.

The award honors:

- media led ideas that are powerful enough to become the genesis of the communications program itself.
- the insight and creativity to change the way a particular media channel is consumed

The cases will not be about media buying efficiency. This is also not about a great time buying strategy or print schedule. Entrants are expected to detail how the media idea drove the entire case. Make sure your results relate directly to the role the media idea played in the marketing cases effectiveness.

Whether the effort was one execution or multiple, and/or used one channel or multiple – the work must represent efficient, creative usage of the media channels we know and love.

Entries in this category cannot compete for Grand EFFIE.

WHAT YOU NEED TO ENTER

You are required to submit the following materials for each case that you submit for the competition:

ITEM	Printed	Electronic (mailed on CD/DVD)
Brief of effectiveness	15 copies, printed one side, collated	MS Word or PDF format
Campaign Summary & Credits	2 copies	
Entrant information	2 copies, signed by both parties (agency & client)	
Creative materials	15 prints, max A4 for each creative execution	CD/DVD
Payment receipt	1 printed copy	

WHAT YOU NEED TO ENTER

Sustained Success Category

This award honors campaigns that have experienced sustained success for a period of THREE or more years. At minimum, a campaign's results must date back to January 2008 and must include 2010 year's results.

Submitted campaigns must have a common objective in both campaign strategy and creative executions; with a continuation of core implementation elements (i.e. – character, spokesperson, song, theme, tagline etc.) that demonstrate effectiveness over time.

There are special EFFIE Brief & creative submission requirements for the Sustained Success Award.

Entries must provide the special brief form to enter.

Entrants can submit up to three mediums in the EFFIE Sustained Success category:

Entries must submit at least two mediums that represent primary media channels for your campaign.

Entrants should provide an example from the initial year, an interim year and the current year for each medium submitted.

HOW YOU WILL BE JUDGED

By the time an EFFIE entry has reached the winners' circle, it shall have survived two rounds of evaluation. The experience of the EFFIE judges ensures that each winning entry is showcasing the industry's most effective work.

Round One - case briefs only (overall effectiveness)

Judges evaluate all elements of an entry, written case and creative executions, reviewing all cases in a category, without direct comparison to others in their category. Judges review entries on an individual basis, without discussion.

The Jury reviews each entry to evaluate campaign success in achieving its specific marketing objectives. Case briefs are evaluated without comparison to other entries in their category and without creative materials.

Case Briefs are scored on a 1 - 100 scale (1 = not effective / 100 = extremely effective). To get a high score, a campaign must have clear objectives and must submit compelling proof that the objectives were met.

Each entry in Round One must be reviewed by a minimum of five different judges, thus providing five or more separate scores. The average of the five or more scores results in the final score for that entry in Round One.

When all entries have been scored, the Judging Committee then creates a short list of candidates to advance to Round Two based only on the scores.

A minimum score to pass the 1st round will be established by the President of the Jury.

HOW YOU WILL BE JUDGED

Round Two – case briefs & creative materials

Only the short-list of finalists is judged. Creative elements are introduced at this point, and the Jury then reviews and scores each finalist on both its marketing effectiveness and creative execution. All finalists of one category are reviewed at the same time.

The Creative and Case Brief receive separate scores (1-100 scale)

Finalists are judged against other finalists within their category, and like Round One, all elements of the case are reviewed and scored. Here too, judges provide their scores on an individual basis without group discussion.

Each entry in Round Two must be reviewed by a minimum of seven different judges, thus providing seven or more separate scores. The final brief score and the final creative score for each campaign are an average of the seven or more judges' scores.

The final overall score is an average of the brief score and the creative score, weighted to emphasize the brief over the creative by a ratio of two to one.

The judges' decision is final and no correspondence will be entered into. Any judge connected with an entry will not take part in the decision on that entry.

AWARDS

All EFFIE programs use the concept of gold, silver or bronze levels of award. Generally, a gold, silver and bronze winner is awarded in each category.

The judges' scores determine which campaigns are to be awarded a gold, silver or bronze EFFIE trophy. Each winning level (gold, silver, bronze) has a minimum score required in order for a finalist to be eligible for an award. It is possible in a category, for example, to award a silver and a bronze, but no gold.

The Grand EFFIE goes to the campaign that achieves the highest overall score of the year. Grand EFFIE winners represent campaigns that best combine all the disciplines that create a successful marketing program - planning, market research, media, creative and account management.

Souvenirs: a trophy and certificate to the winning agency and a certificate to the advertiser. Copies would be obtained by request.

BRIEF REQUIREMENTS

You are required to submit 1 CD and 15 copies of the brief (all 7 pages) for each entry, copies one side only, stapled and collated.

The brief of effectiveness should have complete all its sections:

1. Brand name
2. Product type or description
3. Title
 - 4a. Category
 - 4b. Classification
 - 5a. What was the strategic communications challenge?
 - 5b. Define Your Target Audience.
 - 5c. What were your objectives? State specific objectives and the tools you planned to use to measure each objective.
 - 5d. Total Campaign Expenditures
 - 6a. What was your big idea?
 - 6b. How did you arrive at the big idea?
 - 7a. How did you bring the idea to life? – Creative Strategy
 - 7b. How did you bring the idea to life? – Communications and Media Strategy
 - 7c. How did you bring it to life? (Communications Touch Points)
 - 7d. All other marketing components used in this effort.
8. How do you know it worked?
9. Anything else going on (whether or not you were involved) that might have helped drive results?

All entries and materials must be received no later than 23rd of May, 2011.

Agency name is not to appear in the brief or on any creative materials.

See also the 10 Reasons for Disqualification.

BRIEF REQUIREMENTS

Creative materials should be accompanied by the Checklist.

All entries and materials must be received no later than 23rd of May 2011. Agency name is not to appear on any creative materials. A maximum of 3 creative executions per medium is accepted.

Television Commercials

Send TV commercials on one DVD/CD in the following formats: avi, mpg or flv. If you send more than one TV commercial, all commercials must be on one DVD/CD. Agency name cannot be mentioned on either the DVD/CD submitted or campaign will risk disqualification. Label outside of DVD's protective cases with campaign title, brand and commercial title(s). All ads must provide a written English translation of all copy.

Radio Commercials

Send radio spots on a single DVD/CD in mp3 or wma format. If you send more than one spot, all spots must be on one DVD/CD. Label outside of DVD/CD with campaign title, brand and commercial title(s). All ads must provide a written English translation of all copy.

Print Advertising

Send 15 unmounted copies (max size A4) of each print advertisement example and JPG format files of the print on DVD/CD. Label the back of each example with brand name, campaign title, and type of print - trade/professional, consumer magazine or newspaper. Please indicate execution titles and type of print submitted. All ads must provide a written English translation of all copy.

BRIEF REQUIREMENTS

Internet Advertising

Send animated computer graphics on a DVD/CD not exceeding 60 seconds in length and 15 unmounted copies of each example (label the back of each example with the campaign title and type of advertising). Internet Advertising includes all forms of paid online advertising, including banners, pop ups, streaming video ads, interstitial ads etc. All ads must provide a written English translation of all copy.

Direct Mail Piece

Each mailed unit constitutes a single item. Send 15 complete samples of each example along with a copy submitted on DVD. Label the back of each example with brand name and campaign title and DVD/CD. All ads must provide a written English translation of all copy.

Outdoor/Out-of-Home / Point-of-Purchase Display

Send 15 unmounted copies (max size A4) of each photo/proof along with a JPG copy submitted on DVD/CD. Label the back of each example with brand name and campaign title. All ads must provide a written English translation of all copy.

Other Advertising Communications

Submit samples of other key media used. Media submitted here must be described in detail in the "Other Communications" section of the Brief of Effectiveness. If submitting video, send format example onto a DVD/CD. If you are submitting two video executions you must provide them on the same DVD/CD.

Executions must be 60 seconds or less. Non-video submissions should not exceed A4 size in dimension. Provide 15 samples of each execution (2 execution limit).

Indicate media type. All ads must provide a written English translation of all copy. See also the 10 Reasons for Disqualification.

BRIEF REQUIREMENTS

Sustained Success

You are required to submit 1 CD and 15 copies of the brief (all 8 pages) for each entry, copies one side only, stapled and collated.

The brief of effectiveness should have complete all its sections:

Brand Name

Product Type or Description

Campaign Title

Classification (Check all that apply)

What was the strategic challenge? (Include Objectives)

What was your big idea?

How did you bring it to life and how did you sustain it over time?

How do you know it worked?

Total Media Allocation Chart (Media Expenditures & Media Channels)

Indicate all other marketing components used during the campaign and the time period in which they were used.

Please describe how the above marketing components or anything else going on, whether or not you were involved, might have helped drive results in the initial year and over time?

Describe all other factors in the marketplace.

All entries and materials must be received no later than 23rd of May 2011.

Agency name is not to appear in the brief or on any creative materials.

See also the 10 Reasons for Disqualification.

BRIEF REQUIREMENTS

Sustained Success

Television Commercials

You must submit commercials that demonstrate the longevity of the campaign.

You must submit three spots – one (1) commercial spot from the campaign's initial year, one (1) commercial spot from the most current year and one (1) spot from any year in between. Entries that do not submit these three spots will be disqualified.

Submit each spot as a separate spot.

Please note, only complete commercials will be accepted, no compilations.

One Execution = 1 TV commercial of no more than 60 seconds. Do not exceed 60 seconds. Any "execution" in excess of 60 seconds in length will count as more than one execution.

Submit TV executions as file type MPEG or MPG of 20 MB max. size.

Radio Commercials

You must submit commercials that demonstrate the longevity of the campaign.

You must submit three spots – one (1) commercial spot from the campaign's initial year, one (1) commercial spot from the most current year and one (1) spot from any year in between. Entries that do not submit these three spots will be disqualified.

Submit each spot as a separate spot.

Indicate title of commercials submitted for consideration.

Please note, only complete commercials will be accepted, no compilations.

One Execution = 1 Radio spot of no more than 60 seconds. Do not exceed 60 seconds. Any "execution" in excess of 60 seconds in length will count as more than one execution.

Submit Radio executions as file type MP3 or WMA of 5 MB max. size.

Print Advertising

If submitting print examples, you must submit 15 identical copies no larger than A4 of your print materials that demonstrates the longevity of the campaign. The portfolio must include, at minimum, an execution from the campaign's inaugural run and an example from the current year's run. You may not submit more than 10 executions, with a maximum of 2 per year.

BRIEF REQUIREMENTS

Sustained Success

Internet Advertising

Internet advertising includes all forms of paid online advertising, including banners, popups, streaming video ads, interstitial ads, etc.

If submitting Internet:

You must submit commercials that demonstrate the longevity of the campaign.

You must submit three examples – one (1) example from the campaign's initial year, one (1) example from the most current year and one (1) example from any year in between. Entries that do not submit these three examples will be disqualified.

Submit each example separately.

Please note, only complete commercials will be accepted, no compilations. One Execution = 1 digital image (jpeg) OR 1 video of animated computer graphics of no more than 60 seconds. Do not exceed 60 seconds. Any "execution" in excess of 60 seconds in length will count as more than one execution.

NON-VIDEO: Submit each Internet execution as file type JPEG, JPG, or GIF of 5MB max.

size. Note: print JPEG should be 300 DPI; PDF files that contain a large number of quality images tend to grow quite large.

VIDEO: Submit each Internet video as file type MPEG, MPG, WMA, SWF of 15MB max. size.

Out-of-Home/Outdoor Advertising

If submitting Out-of-Home/Outdoor examples, you must submit 15 identical copies no larger than A4 size of your Out-of-Home/Outdoor Advertising materials that demonstrate the longevity of the campaign. The portfolio must include, at minimum, the original executions and the most current executions, and may not have more than 10 executions, with a maximum of 2 per year.

Direct Mail

If submitting Direct Mail examples, you must submit 15 identical copies no larger than A4 of your direct mail materials that demonstrate the longevity of the campaign. The portfolio must include, at minimum, an execution from the campaign's inaugural run and an example from the current year's run. You may not submit more than 10 executions, with a maximum of 2 per year.

BRIEF REQUIREMENTS

Sustained Success

P-O-P

If submitting P-O-P examples you must submit 15 identical copies no larger than A4 of your POP materials that demonstrates the longevity of the campaign. The portfolio must include, at minimum, an execution from the campaign's inaugural run and an example from the current year's run. You may not submit more than 10 executions, with a maximum of 2 per year.

Other Marketing Communications

Defined as anything that does not fall under the mediums listed above.

If submitting Other Marketing Communications:

You must submit materials that demonstrate the longevity of the campaign.

You must submit commercials that demonstrate the longevity of the campaign.

You must submit three examples – one (1) example from the campaign's initial year, one (1) example from the most current year and one (1) example from any year in between. Entries that do not submit these three examples will be disqualified.

Submit each example separately.

Indicate title of commercials submitted for consideration and type of ad (video of event, etc.) in the file submit box.

Please note, only complete commercials will be accepted, no compilations.

One Execution = 1 digital image (jpeg) OR 1 video of no more than 90 seconds (e.g. events, etc.). Do not exceed 90 seconds. Any "execution" in excess of 90 seconds in length will count as more than one execution.

NON-VIDEO: Submit each Marketing Communication execution as file type JPEG, JPG, or GIF of 5MB max. size. Note: print JPEG should be 300 DPI; PDF files that contain a large number of quality images tend to grow quite large.

VIDEO: Submit each video as file type MPEG, MPG, WMA, SWF of 15MB max. size.

CREDITS REQUIRED FOR YOUR ENTRY

The area for assigning credit to companies and individuals occurs as part of the submission process.

Please ensure that spelling is correct – the way you type it in is the way it will be presented to the media, on certificates, in the Gala Brochure and at the Awarding Gala.

Information you enter in the entry credits section will be considered final and will not be changed for any reason, including if agency and/or client experience a name change and/or merger after the time of entry.

The information you give in the entry area credits section may be published and/or appear on recognition certificates.

COMPANY CREDITS

You are required to credit all creative and strategic partners who contributed to the marketing effort. You must credit the client and at least one primary agency.

You can credit more agencies as “primary agencies” and they will then be regarded as co-primary agencies on the work.

INDIVIDUAL CREDITS

Space has been provided to credit individuals. Please credit all main client and agency team members and make sure spelling is correct. All individuals listed will be credited in the EFFIE Awards journal and in the www.EFFIE.ro online winners showcase.

CASE SUMMARY – mandatory (Max 90 Words)

Your Case Summary could be published in the Awards program, on the official Awards website and for promotional/media/Awards Show purposes.

Case Summary completion is mandatory.

PUBLICATION OF NOTEWORTHY AND WINNING WORK

Entries that become Finalists and Winners in the 2011 EFFIE Awards Competition will be showcased in various ways. Publication is at the sole discretion of the EFFIE Awards.

Work submitted must be original or you must have obtained rights to submit it.

Creative Materials & Case Summary:

The creative material and case summary you enter into the competition becomes the property of the EFFIE Awards and will not be returned.

By entering your work in the competition, the EFFIE Awards is automatically granted the right to make copies, reproduce and display the creative material & case summaries for education and publicity purposes such as but not limited to the EFFIE Awards Journal, Website, Press Releases, Newsletters, Programming/Conferences and Awards Gala.

Creative material submitted to the EFFIE Awards includes your video reel, all .jpg images and hard copy print examples. The case summary is your 90 word public summary of your case.

EFFIE Case:

In addition to the above the EFFIE Awards offers entrants the opportunity to have their entire written case published on the EFFIE Awards web site, partner web sites and/or other publications as approved by the EFFIE Awards.

We respect that entries may have information deemed confidential by the client.

Please indicate in the entry form whether or not publishing permission is granted for the entire written entry.

ENTRY OVERVIEW FINAL CHECKLIST

Please review to ensure you have completed all steps necessary to enter the 2011 EFFIE Competition:

1. You downloaded from the EFFIE site all forms and briefs.
2. You read the 10 Reasons for Disqualification that are a part of this guide and made sure none apply to the entry form or creative materials you are submitting.
3. You have contacted the organizing agency regarding the payment details and you have sent the payment form.

Items for shipment to EFFIE Organizing Agency

- 15 stapled copies of the completed Brief of effectiveness Form per entry (your 15 copies must exactly match the version you have submitted digitally on the CD).
- 15 hard copies of each creative element that you think judges will benefit from also holding in their hands (print, direct mail, internet web page, etc.).
- 2 Signed Entry forms
- 1 Payment Invoice page
- 1 CD / DVD with the creative work.
- 2 copies of Agency credits and 2 completed checklists
- 1 CD / DVD with electronic version of the Brief of Effectiveness / Sustained Success Brief
- 1 CD / DVD with 1 minute presentation movie

SHIPPING INSTRUCTIONS

If you are submitting more than one entry and wish to submit them all in one box, please wrap materials for each entry separately and label each with entry name(s) & entrant name.

Ship all materials prepaid to:

The Institute

Attn: Teodora Calin

Address: Strada Gheorghe Lazar, nr 21, corp A, etaj 1, sector 1, Bucuresti

Phone: +4021/314.66.15 / Mobile: +040 728.300.566

Fax: +4021/ 314.55.19

TEN REASONS FOR DISQUALIFICATION

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

1. Results not referenced

All data presented must reference a specific, verifiable source. This could be advertiser data, agency research or third party research companies. We reserve the right to verify the accuracy of the data with the source named.

Sources must be provided next to each piece of data or in clearly marked footnotes at the bottom of each relevant page of the entry form. Be as specific as possible in documenting all evidence; provide sources of data, research involved and the time period covered. Use the specific name of the company to reference a source except when the source is an agency company (Ad, Media or other agencies). For Agency companies only use the term "Agency Research".

2. Not enough information: Not including examples of all creative materials discussed in the case brief and integral to the effort on creative reel. You must include at least one example of all creative detailed in the entry form and integral to the campaign's success.

3. Agency name published in the Entry Form or on the creative materials

EFFIE is an agency-blind competition — do not cite agency names anywhere in the entry form or creative materials. Do not cite your agency name (or any other Agency — Ad Media or other — names) as your reference source. If an agency is the source of your research, reference "Agency Research".

4. All text that appears in the Entry Form is to be in standard black font, color fonts will not be accepted. Logos, graphics and other creative materials in the Entry Form will not be accepted - graphs and charts can be presented, also in color, in the Results section ONLY.

5. Submitting handwritten briefs - entries must be submitted in typeface, not handwriting.

6. Ignoring pagination guidelines. The official entry form is 7 (seven) pages (8 (eight) pages for Sustained Success section). Do not make font size smaller than 10 point (larger is fine). If you exceed the official number of pages the case is disqualified.

7. Submitting an incomplete Entry Form. You must fill out every section of the Entry Form - do not leave any blanks. If a question is not applicable, you must state this.

8. Missing Translation. Creative materials submitted for consideration that are not in English require translation.

9. Missed Deadline. Your entry materials either arrive or are incomplete after 23rd of May 2011.

10. No signatures. Your entry materials must be signed by both agency and client.

! There will be no refunds for disqualified entries or withdrawals after the closing date.

TIPS FOR SUCCESSFUL COMPLETION OF YOUR ENTRY

Be direct. Present your story in an easy-to-follow style with minimum hyperbole. The link between the strategic challenge, the objectives, big idea, the creative executions and results should not be hidden.

Identify the competitive landscape. Do not assume that the judges reviewing your entry are aware of the marketplace ins and outs of your particular category. Be sure to provide a clear picture of the marketplace situation.

Be concise. Use the space and pages provided in the standard form. Don't add additional pages – it means disqualification.

Include clear, simple, relevant charts and tables. If done correctly, charts and tables allow judges to easily assess the success of the marketing initiative.

Know the rules. Review the judging criteria for 2011 and the 10 Reasons for Disqualification before submitting your entry.

Source Your Results. The #1 reason judges worldwide mark an entry for disqualification is failure to provide a specific, verifiable source for all data. Review the guidelines in this document for sourcing your data before finalizing your entry.

Be compelling. Your entry should be stimulating to read. Tell the judges a story.

Tell judges why it was successful. For every objective provide clear, sourced results.

Learn from Success. Take time to review past EFFIE Winning cases online.

Proofread. Have a few of your colleagues read your case through before submitting to be sure all the elements are there and without typos.

Remember that the judges have a very limited amount of time to read and to score each entry.

10 MISTAKES COMMONLY MADE BY ENTRANTS

1. Did not allow enough time to prepare. Several entrants request deadline extensions, or miss the deadline, because they underestimated the amount of time necessary to complete the entry process for this award. Collecting data, selecting creative executions, proofreading, and getting approval from the client all take time. Don't wait until the last minute to start!
2. Did not follow directions. Read the rules carefully. Small things like including the agency name or images in the brief, or changing the number of pages will disqualify your entry.
3. Did not pay equal attention to each section of the form. While Results are weighted more heavily, each section of the entry form is integral in showing the strategy and methodology that produced the results. Entries that skip a section of the brief are disqualified.
4. Muddled thinking. Argue your case efficiently, and be sure to state the big idea behind the campaign and the campaign objectives clearly and concisely. The judges get tired and will occasionally give up on a case if they find themselves lost in too much "fluff". Judges are looking for data, not overwriting.
5. Results were not linked to objectives. In order to judge the effectiveness of the campaign, the results must correspond with the stated objectives.
6. Objectives were based on the results. The judges are senior-level executives in the communications industry; they can tell when goals were set retroactively.
7. Assumed the judges were familiar with the brand and its competitive market. The judges are among the best professionals in the advertising and marketing communications industry, but don't assume they are familiar with your campaign, the brand, or even the brand's industry. Provide background and context where possible.
8. Typos. Proofread your case before submitting it.
9. Submitted inappropriate creative. The creative executions entered should relate to the objectives, strategy and results stated in the entry brief. Several entrants erroneously submit creative that is irrelevant to the case.
10. Sources were not referenced. This is the most common mistake made by entrants. Your argument must be made on fact, not opinion. Be sure to cite the sources of any facts and statistics; failure to source results will result in disqualification.

TIPS FOR A GOOD CASE

1. Make yourself familiar with previous winners. It might still be of use to you to look at previously published papers. Copies of Advertising Works are available on the site. Or participate in the EFFIE seminars.
2. Start early. Writing a paper is, as much as anything a question of planning. Approach the paper as a project with clear timing deadlines and goals.
3. Consider all effects. List down the effects you expected. Divide them into two: first sales effects or effects on consumers, and then effects across different stakeholders. Every time make sure you push your thinking beyond the intermediate measures. How did the advertising contribute to business success is the core and final question.
4. Data first. The basis of any good paper is data. Good data= good paper. Bad, inconclusive or missing data= bad paper. Understanding your data, having good links with those who produce it, good manipulation of the data is core to the best practice in the study of effectiveness everyday. In the development of a well-written case, they are crucial.
5. Clarity and style. The judges are intelligent human beings. They will be unimpressed by waffle. They are short of time and will therefore appreciate a well written paper, i.e. One that has: a clear structure and signposts avoids jargon and techno-speech, keeps the story focused and interesting, integrates the data and tables into the text in order to allow the argument to flow without interruption.
6. Transparency. Judges are not clairvoyants! Cases must include sufficient background and details to allow clear understanding. For example, cases have become increasingly lax in including basic background data and clear indications of targets, media plans etc. The ideal case should aim to cover: business background and objectives, marketing objectives, advertising objectives and strategies, the creative brief, the media plan and clear indication of budgets, coverage and frequency, clear indication on return.
7. Make sure your first draft s not your last. Give yourself time to write and then walk away. Time away will help you see your own case more clearly. If possible get someone relatively uninvolved to read the paper critically in an editorial role. Use this editorial role to question (what alternative explanations are there, how else might the effect have been achieved, what is not clear).
8. Find a partner. From the start have someone to help – to discuss your argument, to question, to provoke new ideas, and the going gets tougher to support you and to help. The best papers, like the best advertising, are usually team efforts.
9. Involve the client as partner. Last but not least, involve your client. Client support will ensure access to data, support with time and resource, advice on how a client would test the proof and what a client would find interesting. Get your own CEO to talk to the client CEO. Past winners have all seen that a clear agreement and understanding of how advertising worked had improved the client/agency relationship, not simply with the marketing contact but throughout the client organization. One of the benefits of the awards has been to support the client and the marketing function itself in their effort to secure support (and the budget!!) from their colleagues.

TIPS FOR A GOOD CASE

5 Commonalities among Winning Entries

1. Strong results. EFFIE-winning entries provide sufficient proof that the campaign met or surpassed its objectives.
2. Ambitious, measurable, clear objectives. Good results are great, but achieving goals that are challenging is what EFFIE is about.
3. Well-constructed case. Winning entries clearly show the link between the big idea, objectives, strategy, execution and results.
4. Tell the brand's story. Entries which provide the judges with the context of the brand's competitive market and explain the challenges the brand faced do very well.
5. Include clear, simple, relevant charts and tables. If done correctly, charts and tables allow judges to easily assess the success of the campaign.

Additional Tips:

1. Complete each section of the entry form. Do not leave any section without information, as this will result in disqualification of your entry.
2. Creative materials must directly relate to your strategic objectives and results, as described or outlined in the Brief of Effectiveness.
3. Understand the Judging Process.
4. Identify the competitive category framework in the brief. Do not assume that all judges have extensive knowledge of the category.

COMPETITION AUDIT

The official auditor of the EFFIE Awards is Deloitte & Touche.

All EFFIE winning cases (Bronze, Silver, Gold and Grand EFFIE) will be audited. The audit may not be finished by the date of the Gala Awards.

However, any winning case which is proven to be incorrect, will be publicized and the award will be taken off.

All agencies are requested to have back up data prepared for each and every claim written in the Brief of Effectiveness. These data need to be immediately sent to the organizing committee upon request.

effie
awards
2011 Entry Kit

