



2023 Entry Kit



welcome

to the 2023 Romanian Effie Awards competition!

Founded in 1968, EFFIE awards Ideas that Work — any and all marketing communications efforts, whether full campaigns or unique efforts within a campaign are eligible to enter. Retail experience, online, 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 you were hired to produce.

Romanian EFFIE Awards was launched in 2004, to honor the most significant achievement in marketing communications: effectiveness.. Since then, EFFIE Awards have recognized marketing effectiveness that contributed to a brand's success.

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

The Romanian EFFIE Awards Organizing Committee

it is our pleasure to invite you to be part of the 2023 Romanian Effie Awards.

EFFIE is the most significant award in our industry because it honors and recognizes the one most important achievement in marketing: Results. In Romania, the award is presented annually by IAA and UAPR in recognition of the past year's most effective marketing campaigns - campaigns that have delivered superior results by meeting or exceeding the marketing objectives that were initially established.

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, marketing should be recognized for its contribution and underscore the creative and strategic role it plays.

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

EFFIE 2023 Context

2022 has been the year of adopting the “new normality”, while confirming the applicability of the new structures & processes

2023 is the year in which Effie Romania continues to update the processes in order to align with the international format, under the Effie Worldwide coordination

It's the best time to:

- shed the light on those campaigns that push the marketing industry forward
- open up EFFIE to new types of valuable players

Effie Awards Romania 2023 will continue with the online Effie Portal for the submission & judging process. Read this Entry Kit in full for details for all needed information & materials.

What's new:

ENTRY FORM

Added a short brand building statement

Simplified all questions, shifting instructional language to the entry kit.

Increased word counts to enable better storytelling.

Updated language to be consistent with updated Effie Framework of Marketing Effectiveness.

Section 2 rename: Insights & Strategic Idea -> Insights & Strategy

Section 3 Bringing Ideas to Life -> Bringing the Strategy & Idea to Life

Audience question moved from Section 1: Challenge, Context & Objectives to Section 2: Strategy & Insights

Section 3: Bringing the Strategy and Idea to Life has expanded to include three sub questions.

Removed rule about no screengrabs/images in the written response and instead each question says a max of 3 charts/visuals (was 3 charts/graphs)

PUBLICATION PERMISSION

Option to publish case after 3 years has been removed. There are now only two options:

Publish As Submitted

Published an Edited Version (may not redact entire results)

CATEGORIES:

EXPERIENTIAL MARKETING (formerly BRAND EXPERIENCE)

NEW CATEGORIES:

Product & Service Categories:

- Government & Public Service
- New Product or Service: Line Extension

Specialty Categories:

- Data-Driven
- Media Innovation
- Positive Change: Social Good - Diversity, Equity & Inclusion

Keep in mind:

- You can find on the website all the updates information for the current edition
- You can access the templates for all entry forms to prepare your cases before
- To enter the competition, you'll need to create an account in the [Effie Portal](#) and submit there all information, creative materials & other needed info for the Effie team (company & individual credits, authorization & verification form, publicity materials, research information)

entry basics: deadlines & fees

Entries Submissions:

Final Deadline: 13th of April 2023

3 entry deadlines:

Early Bird: 6th February – 28th February
On Time Deadline: 1st of March – 19th of March
Last Chance Deadline: 20th of March – 13th of April

Entry Fees

Fees for IAA / UAPR Members:

Entry Full Price = 1150 euro, plus VAT

Early Bird Discount: 30% off per case

On Time Discount: 15% off per case

Entry Fees

Fees for Non-Members:

Entry Full Price = 1400 euro, plus VAT

Early Bird Discount: 30% off per case

On Time Discount: 15% off per case

Entry fees are locked based on the date of submission – when all parts of the entry are complete, and the entrant clicks ‘Submit’ in the online Entry Portal. Entrants cannot submit an incomplete entry.

Deadlines (and their associated fees) do not “close” until 8:00 AM on the morning following the date listed.

entry basics: deadlines & fees

Special Discounts

Effie 2023

For both IAA / UAPR Members and Non-Members

1. Participants that register at least 6 unique cases in the Last Chance deadline will have a 10% discount from the total amount (you can submit the same case in multiple categories, but the volume discount will only count unique cases)
2. Participants will not pay the fee for cases that did not have a media budget, submitted in the “Positive Change: Social Goods – Non Profit” category; if a work submitted in “Positive Change: Social Goods – Non Profit” had a media budget, then the participant must pay the entry fee

*In order to benefit from the IAA and UAPR members discounts, the participant should have paid their full membership fee to IAA Romania or UAPR.

entry basics: eligibility & rules

All marketing efforts that ran in **Romania** at any point between **January 1st, 2022** and **December 31st, 2022** are eligible to enter.

- Any and all marketing communications efforts / campaigns, whether full campaigns or special segments within a campaign are eligible to enter. Retail experience, online, viral, buzz, direct mail, PR, Radio, TV - any medium or any multiple combination of media - any examples of work that demonstrate how you tackled your client's objectives can be entered.
- 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 have ran predominantly during the eligibility period. 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.
- A single effort cannot be submitted by different organizations in the same category. Teams must collaborate on a single entry. Different organizations may take the lead on entering the same work in different categories.
- Sustained Success: At a minimum, entries in the Sustained Success category must include work and results that date back to January 1st 2020 and until December 31, 2022.

Special Circumstances

For all categories: for campaigns that ran at the end of the eligibility period, you can submit results that cover the month of January 2023, too. Results can be either brand or business results.

For example: if your campaign ran in winter, starting in November 2022 and lasted until 31st January 2023, you can present results that cover this entire period - including if the data was obtained in February or March 2023 from a 3rd party (Research Agency / Nielsen etc).

entry basics: eligibility & rules

All marketing efforts that ran in **Romania** at any point between **January 1st, 2022** and **December 31st, 2022** are eligible to enter.

Re-Entering Past Winning Work

Winning campaigns in Sustained Success category could re-enter the same category only after 3 years have passed (you can not enter a year of a campaign already judged into the competition).

Entering Multiple Categories

You may enter an effort into a maximum of 4 categories, with no more than 1 Product/Service category and no more than 3 Specialty Categories. You are not required to enter a product/service category – you may enter four specialty categories instead. You will need to submit a separate entry and pay separate entry fees for each category submission for an effort. Each entry should be customized 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.

entry basics: eligibility & rules

AGENCIES CAN ENTER A LOCAL CAMPAIGN OF A BRAND WITH A GLOBAL STRATEGY.

THE ENTRANTS OF THESE SPECIFIC CAMPAIGNS MUST PROVIDE THE FOLLOWING INFORMATION:

01

WHAT IS THE ESSENCE OF THE GLOBAL STRATEGIC IDEA/PLATFORM?

02

WHAT WAS YOUR LOCAL BIG IDEA AND HOW DID YOU ARRIVE AT IT?

Explain in one sentence/phrase what the local idea that drove your effort was. Explain how it originated - what was the local insight or market opportunity that you addressed specifically.

03

HOW DID YOU BRING THE LOCAL BIG IDEA TO LIFE?

What was your local creative strategy? Make sure you demonstrate that the local creative strategy and executions are not one to one adaptations or translations of the global strategic idea/platform.

entry basics: resources

Case Study Samples

Review sample case studies from recent winners from Effie US [here](#) and from Effie Romania winners [here](#).

Additional case studies can be reviewed through the subscription-based [Case Database](#). For any questions on the database & subscriptions, please contact subscriptions@effie.org.

Feedback From The Jurors

Each juror will give individual feedback for both rounds for each case during the judging process.

Every individual feedback will be sent to participants as it was written by jurors. This will help you:

- ☐ Understand why your case did or did not achieve finalist or winner status.
- ☐ Improve your future entries. Whether the case is a winner or not, there are lessons to be learned from the feedback the jurors provide.
- ☐ Improve your marketing strategy and technique. Jurors provide constructive criticism of your strategy, creative and metrics, so you can take these lessons and apply them to future work.
- ☐ Discover trends among the strongest and weakest scoring sections in your cases.

entry form & requirements: overview

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

There are 2 Entry Forms: Master Form for all categories (including the Shopper Marketing Category, that used a different entry form in the past) and the Sustained Success Form for this specific category. Entrants can use the Entry Form Guide & Templates to draft their responses and collaborate with team members, partner agencies, and clients. In the Entry Portal, entrants will need to copy their answers to each question on the entry form into the corresponding question.

SCORING SECTION 1: CHALLENGE, CONTEXT & OBJECTIVES (23.3% of score)

This section covers your strategic business context for your marketing activity, alongside your key business challenge and objectives. Please provide the necessary context on your industry category, competitors, and brand so the judges, including those unfamiliar with your brand/category, can evaluate your entry. Outline why your business challenge was the right opportunity to grow and the degree of ambition represented by your objectives.

SCORING SECTION 2; INSIGHTS & STRATEGY (23.3% of score)

This section covers the key building blocks of your strategy.

Explain to the judges why you chose the audience you did. Outline your key insight(s) and how they led to the strategic idea or build that addressed the business challenge the brand was facing.

SCORING SECTION 3: BRINGING THE STRATEGY AND IDEA TO LIFE (23.3% of score)

This section relates to how you translated your core strategic idea into a compelling creative platform and channel plan i.e. how and where you brought your strategy to life. And how you tested for ongoing optimization.

Help the judges evaluate your entry by demonstrating how you created work that targeted and motivated customers effectively. Outline how your creative and channels plans worked together to drive results.

SCORING SECTION 4: RESULTS (30% of score)

This section relates to your results. Here you need to be able to demonstrate the impact your effort has had on your business/brand/cause objectives - attributable to the activity and its elements and taking into account other factors. You will need to provide a result corresponding to each objective listed in your response to question 1B.

Throughout the Sustained Success entry form, answer all questions for the initial year and describe how/why change occurred over time.

OTHER ENTRY REQUIREMENTS

In addition to the materials for judging, you are required to submit publicity and gala materials, company & individual credits, research information.

entry form & requirements: top tips

Top Entry Tips From Jurors (Us Examples)

- “Start with the executive summary before you try to write individual sections. Get your overall story really strong, crisp, clear, and inspiring.”
- “Be sure to provide context; most judges don’t know your category or what success looks like.”
- “Concise written entries stand out. They are not only refreshing - they encourage high marks.”
- “The entrants who build their cases from a place of honesty, authenticity, and simplicity vs. marketing jargon were really the strongest.”
- “Ensure that the ‘insights’ somehow tie to a human behavior. A data point is not an insight, it’s what the data point means to your brand, target or audience that makes it an insight.”
- “Remember that communications strategies include both creative and media strategies - not just tactics.”
- “Make sure your creative reel doesn’t just reiterate what you said in your entry. Use it to complement that information.”
- “Connect results to objectives very clearly. Don’t try to fake it and write objectives to meet existing results. We can tell and will ding you for it.”
- “Have people outside of your industry review your submission. It should be clear to anyone, regardless of their industry expertise.”
- “Check for grammar, typos, math errors, and inconsistencies.”

requirements: disqualification

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

1. Eligibility

All information about a case (campaign period, results and so on) must refer to the eligible period: 1st of January 2022 – 31st of December 2022/ for Sustained Success: results must date back to January 2020 and must include the current year results – 2022. Any detail that doesn't fit in the eligible period or in the special circumstances allowed will lead to disqualification. See the Eligibility section for further details & special circumstances.

2. Entry does not meet category definition requirements

Entries are judged based on effectiveness within the entered category.

3. Agency name/logos 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; no agency names should be included in the materials that judges will review (entry form, investment overview, creative reel, creative images, name of the uploaded files). 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", "PR Agency Research," "Media Agency Research," etc.

4. Data not sourced

All data, claims, facts etc. presented anywhere in the entry form 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. Be as specific as possible in documenting all evidence; provide sources of data, research involved and the time period covered. If you use a third party research company, write the specific name of this research company to reference a source; if the source comes from Agency or Company research only use the term "Agency Research" or "Company/Client Research". Add as many details as possible to identify the study: dd/mm/yy

5. No adaptations

All creative materials and strategic idea must be locally created in Romania, by Romanian agencies. No adaptations or translations of the global strategic idea/platform are allowed.

requirements: disqualification

6. Violating Creative Example (Reel, Images) Rules. Telling not Selling for the Creative Reel

Entrants must follow all creative rules as outlined in the entry kit. The Creative Reel video doesn't have to be a case study movie, just a descriptive / demo video of the work, therefore you need to show to the jurors what happened, without trying to sell your campaign (telling, not selling). Results (including social metrics), agency names/logos, competitor logos/work, and stock music/images that will cause confusion for jurors with how your work ran in the marketplace may not be included anywhere in the video. See full rules, including guidelines on editing and content, in the Creative Requirements section of the entry kit.

7. 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.

8. Ignoring word limits guidelines & submitting an incomplete Entry Form

Word Limits: Because each entrant has a different story to tell, word limits are kept broad; however, entrants are not required or encouraged to use all provided space. 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.

9 Missing Translation

All non-English creative work must include translation via subtitles or the Translation field on the Creative Examples tab in the Entry Portal. In the Creative Reel, add subtitles for videos & include text boxes with translations for other examples (social media posts, flyers etc.)

10. No signatures

Your Authorization & Verification Form must be signed either by a client or agency representative.

! This form will be generated by the Effie Portal after you submit all information regarding credited companies, individual credits & publishing permission and must be uploaded in the Entry Form

**THERE WILL BE NO REFUNDS
FOR DISQUALIFIED ENTRIES OR WITHDRAWALS**

requirements: 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 their sourcing without it counting against the word or page limit restrictions.

1. When submitting your responses to questions 1-4 + Investment Overview, 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. Start the counting from 1 in each section in which Sources are required.

Suggested Sourcing Layout

Source of Data/Research, Research/Data Type, Dates Covered.

requirements: sourcing data

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.
- If citing a website, in order to avoid hyperlinks, please list out the website name, article name (if applicable) and any other relevant citation information.
- 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 Research, Third Party Agency Research, 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
- The Effie Awards reserves the right to check all sources provided for accuracy.

requirements: creative materials

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 minimum, 70% of the reel must be examples of creative work the audience experienced.
- Label each creative example by type of media (TV spot, Radio spot, etc.). You can overlay a text with the label when the execution starts in the reel or add a slide in the reel introducing each type of execution or you can use a different method, the purpose is to mark each execution with a label
- No results (of any kind) may be included – this will result in disqualification.
- 3-minute maximum; it is not required to utilize all three minutes. Sustained Success Entries: 4 minute max; review all requirements in the category definition.

The creative reel should showcase the creative that brought the big idea to life. Judges are often frustrated when reels do not show enough examples of the creative work and too much time is spent re-telling the story told in the written case study. The Creative Reel video doesn't have to be a case study movie, just a descriptive / demo video of the work, therefore you need to show to the jurors what happened, without trying to sell your campaign (telling, not selling)

Judges are required to read the written case before viewing the creative reel, so it is not necessary to repeat your written case.

Any set-up or explanation may not interfere with the judge's ability to review sufficient examples of your creative work. Creative and communication elements submitted must directly relate to your Strategic Objectives and Results outlined in the written form and must have run in the marketplace.

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

requirements: creative materials

Creative Reel.

You do not need to feature all items selected in the communications touchpoints checklist, only those integral to the case's success that are explained in your written case. Points will be deducted if the importance of print ads, for example, is mentioned in the written case, but not demonstrated in the reel. Alternatively, creative elements that are shown in the reel, but not outlined in the written case are cause for down scoring. The creative reel should complement your response to Questions 3A-3C.

Because the judges read the written case first and the focus of the reel is on the creative work, no results – hard or soft – may be included in the creative reel. Judges are aware that results are not allowed in the reel and express frustration when entrants submit reels with statements that reference results.

Reels are not required to be a full 3 minutes. Entrants must showcase at least one complete example of each integral communications touchpoint – additional examples are encouraged where helpful to judges in evaluating how the idea was brought to life.

requirements: creative materials

Creative Reel.

DO NOT INCLUDE

- Results of any kind – including numbers of social media likes, followers, etc. (no mentions of these results in any form: text in the reel, via a voice over, included in screenshots presenting a post / story from Social Media)
- Competitive work or logos
- Agency names, logos or images
- Any stock music/images that will cause confusion for judges with how your work ran in the marketplace. Any stock music/images that did not run in the original creative that you do not have the rights to include.
- Editing effects that cause confusion with how the work ran in the marketplace, e.g. music or voiceover added on top of TV spots. If you want to use music in order to make the creative reel more dynamic, make sure it's clearly marked and is does not overlay with any video / audio execution

MUST INCLUDE

- At least one complete example of each of the integral communications touchpoints mentioned in the written case (Questions 3A-3C)* – includes any type of work (print, radio, web, OOH, TV, etc.)
- If time allows, additional examples of specific creative materials.
- Translation for ALL non-English work (ex: as a subtitle for video/audio materials or still images or in a text box near an execution – don't change the original execution, present it as it ran in Romanian and add the translation near it)

! You may edit down video clips longer than 60 seconds when it is necessary to do so in order to show other examples of your work. However, you should showcase as much of the example as you can to give judges a clear understanding of what your audience experienced. 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.

requirements: creative materials

Creative Reel.

Stock Images & Music That Did Not Run In Your Creative Work

Do not add music/stock images that did not run in your original creative work to your reel unless you secure the rights to include those supplemental materials.

Effie Worldwide is a 501(c)(3) non-profit educational organization that shows the work for educational purposes of honoring effective marketing communications ideas and the successful teams (client and agency) creating them. In regards rights/licensing for talent/music that ran as part of the original creative work, we recommend that entrants talk to their company when entering about the policy for entering award shows – most award shows have the same requirements as Effie does, and this can help resolve any questions. As long as elements featured on the reel are the work for the campaign/effort you are entering, you should not run into an issue with rights/licensing.

Sustained Success Creative Reel:

All requirements apply also for the Sustained Success creative reel. Specifics:

- ✎ It can be 4-minute maximum (3 minutes for the rest of the categories)
- ✎ Must feature work that ran in the initial year, at least 1 interim year and the most current year of the case.
- ✎ Clearly mark the year the work ran in the marketplace before (or as) the work is shown on the reel.

Technical Specs for all Creative Reels:

- ✎ 1 creative reel file per entry
- ✎ 3-minute maximum / Sustained Success cases may be up to 4 minutes in length.
- ✎ 250 MB maximum file size
- ✎. mp4 format

requirements: creative materials

IMAGES OF THE CREATIIVE WORK (2 required, 6 max.)

After the judges read your case and watch the creative reel, they review images of your creative work. Images uploaded should complement your reel and help the judges better evaluate creative elements that ran in front of your audience.

It can be helpful to provide images of work best seen as a still image (e.g. website, print ad, direct mail piece, etc.). Or, you may wish to upload work that you want judges to get another look at after watching the reel.

👉 This is an opportunity to showcase your creative work:

- Highlight elements that are better seen as a still image vs. video format.
- Draw further attention to key creative elements you wish to highlight.

👉 Upload 2-6 (2 required) examples of the creative work.

👉 Technical Requirements:

> jpg format, high-res. 15 MB max.

> Do not include agency names or logos on any creative materials submitted for judging. Do not include agency names in the files names.

! Add translation for the Creative Images in the dedicated Translation Field from the Entry Form

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

requirements: credits

Effie recognizes the effective teamwork needed to create an effective case. In the Entry Portal, you are required to credit all creative and strategic partners who contributed to the effort. Think carefully about your partners – clients; agencies of all types including full service, media, digital, promo, PR, events, media owners; etc.

Company Credits

Space has been provided in the Entry Portal to credit a maximum of two lead agencies (1 required), two clients (1 required), and four contributing agencies (none required).

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.

If you are an advertiser submitting in-house work, please list your company as both the Lead Agency & Client. You may also credit any contributing companies who assisted with the effort.

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 (10 max.): Entrants may credit up to ten individuals from any of the credited companies who were integral to the success of the case.

Secondary Individual Credits (30 max.): Entrants may credit up to ten additional individuals from any of the credited companies.

Effie Awards Romania will publish The Primary & Secondary Individual Cases if the effort is a finalist or a winners; the distinction is made to be able to credit the people involved, taking also into consideration the type of the publicity materials (where possible, Effie Romania will credit both primary and secondary, where not only the primary).

requirements: credits

Credit Amendment Policy

- 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 final at the time of entry and cannot be removed or added after the entry is submitted.
- Credits must be thoroughly reviewed at time of entry by senior account leadership. All credits must be signed off by senior leadership on the "Authorization & Verification Form," downloaded in the Entry Portal after credits have been added to the entry.
- 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.

In the Entry Portal, you will also be requested to add different contacts for the credited agencies and companies. These contacts will not be listed publicly. Only those listed in the Individual Credits will be public if the case is a finalist or winner.

Creative Work & Publicity Materials

The creative material (creative reel, images, publicity materials) and case summary you submit into the competition become the property of Effie Worldwide. 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 website, social media pages and Effie gala. Because materials for publicity & creative work will be published for all finalists & winners, no confidential information should be included in these elements.

requirements: publicity materials

Images For Publicity

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. This includes usage in print and digital editions of the Effie Awards Journal, press/publicity materials, etc. This image will also be used in the Case Database.

Technical Requirements: .jpg, high-res, CMYK format, 100% of size. 15 MB max. The chosen image should be in the original language of the work, please do not translate it.

Company Logos.

Company logos are required for all lead agencies and clients credited on the case.

Technical Requirements: .eps or .ai format. 2 logos required. 3-4 logos if an additional lead agency or second client is credited; logos of contributing companies do not need to be uploaded. You may upload .jpg logos if you do not have .eps/.ai available.

Creative Examples from Judging.

The Creative Work provided for judging (Creative Reel, Images of Creative) will also be used for publicity purposes.

requirements: publishing permission

Publishing Permission

The Effie Awards competition offers finalists and winners the opportunity to have written cases published, in turn helping inspire the industry and do their part to “Make Marketing Better”. The written case and creative reel will be featured on the Effie Worldwide web case database and/or on Effie partner web sites or publications. We respect that entries may have information deemed confidential. Within the Entry Portal, entrants are asked to set publishing permission for the written entry.

New! Option to publish case after 3 years has been removed. There are now only two options:

- ☐ “PUBLISH THE CASE AS IT 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” – (may not redact entire results)

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 if your entry becomes a finalist or winner.

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

requirements: publishing permission

Publishing Permission

Effie Worldwide is a 501(c)(3) non-profit organization that stands for effectiveness in marketing, spotlighting marketing ideas that work and encouraging thoughtful dialogue about the drivers of marketing effectiveness. In order to help fulfil 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:

- 1. 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.
- 2. 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.
- 3. 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.

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

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. 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.

requirements: the Effie Index

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. Below is some guidance on how the credits lead into the rankings.

- If your case becomes a 2022-2023 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.

Starting 2022, a revised ranking method was developed by Effie Worldwide, from a linear to exponential scale in order to further recognize the most effective marketers each year. Starting with 2022, points will be granted as follows: 2 points for Finalists, 6 pts. for Bronze, 12 pts. for Silver, 24 pts. for Gold, 48 pts. for Grand Effie, with contributing agencies still representing ½ vs lead.

Judging

Judging events are held in secure locations led by Effie moderators. Judges are required to sign confidentiality agreements before judging begins. Judges cannot remove 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. Judges are asked to evaluate specific criteria in scoring a case's overall effectiveness and provide four separate scores analyzing specific attributes of the work.

The judging process will be kept almost identical to last year's iteration, except for some small qualitative changes in Round 1 judging, inspired by suggestions from last year's jurors.

Round 1 judging will last 10 days in total, taking place during the jurors' free time;

At the end of the 10 days a moderated case-by-case structured discussion will be held; The duration of this discussion will remain the same: maximum 4 hours.

Round 2 keeping the same system as in the previous edition (in-person).

Case Briefs are scored on a 10 - 100 scale

(10 = not effective / 100 = extremely effective)

judging

Challenge, Context & Objectives - 23.3%
Insights & Strategy- 23.3%
Bringing the Strategy & Idea to Life- 23.3%
Results – 30%

Generally, a gold, silver and bronze winner is awarded in each category.

gold



The jurors' scores determine which campaigns are to be awarded a gold, silver or bronze EFFIE trophy.

silver



Each winning level (gold, silver, bronze) has a minimum score required in order for a finalist to be eligible for an award.

bronze



It is possible in a category, for example, to award a silver and a bronze, but no gold.

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. 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.

Because of the unique time period of the Sustained Success category, Sustained Success cases are not eligible for the Grand Effie Award.

All campaigns competing for Grand EFFIE should have provoked a change in consumer behavior.

Effie 2023 Categories

You may enter an effort into a maximum of 4 categories, with no more than 1 Product/Service category and no more than 3 Specialty Categories. If you don't choose a product/service category – you may enter four specialty 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 customized to speak to the specifics of each entered category. Effie Awards Romania has 2 types of categories: Product & Service Categories and Specialty Categories.

Product & Service Categories

For Product & Service Categories, you must choose the industry category of the brand, the category that represents the brand and its main activity, no matter the subject and the specifics of the campaign (ex: a campaign for a beer brand must be submitted in „Beverages – Alcohol”, no matter the subject of the campaign). For campaigns developed as a collaboration between two brands from different areas, the participant can choose the sub-category that best fits its entry, from the two main activities of the involved brands. You may only enter one product/service category per effort.

1. Packaged Food (ex. meat, milk and dairy products, pet food)
2. Snacks & Deserts (ex: ice cream, candy, chips, cookies, bakery items, nut, fruit & vegetable snacks, popcorn)
3. Personal Care Products & Services (ex: cosmetics, fragrances, shampoos, deodorants, hair coloring, apparel, footwear, accessories; personal care services such as spas etc..)
4. Household supplies & services (ex: cleaning products, waxes, detergents, floor-care products, fabric softeners, paper products, domestic services, fertilizers etc.)
5. Beverages – Alcohol (e.g. beer, champagne, liquor, wine, spirits, wine coolers etc.)
6. Beverages – Non-Alcohol (ex: diet and non-diet soda, coffee, tea, juices, milk, milk substitutes, bottled water, sparkling water, energy drinks etc.)
7. Durables (ex: automobiles, electronics, household furnishing& appliances, computers) stores, stores, supermarkets, retail chains, specialty stores etc)

categories

8. Restaurants (ex: quick service, casual dining, other restaurants, restaurants or fast food chains)
9. Retail (all retail companies with general or specific merchandise – ex: department)
10. E-commerce (ex: all e-commerce sites, e-retailers, with general or specific merchandise)
11. Energy (suppliers of electric energy, gas and fuel)
12. Financial services (ex: home banking, insurance, loans, mortgage, mutual funds etc.)
13. Media & Entertainment (exclusively dedicated to Media and Entertainment industry brands; e.g. TV stations & TV telecommunications providers with exclusive content, magazines, newspapers, plays, museums, music organizations, concert series, cultural festivals, theater festivals)
14. Telecommunications (ex: mobile and fixed, mobile phones, pre paid, internet providers, high speed internet providers, offers, data packages etc.)
15. Medical services & Healthcare products (medicines, vitamins, OTC's, dental, first-aid products and device, medical services, medical insurance etc.)
16. Other products & services (ex: luxury goods and services, software, real estate, transportation, travel & tourism).

17. New Brand Introduction: Any communications effort used to introduce an entirely new brand. In this category cannot compete:

- ✓ a brand that has a previous history on the market even if no communication effort was undertaken;
- ✓ any variation of an existing product/service which shares the same brand name with an already existing brand;
- ✓ sub-brand extensions or any form of endorsement from of an already existing brand in a new or the same category.;

Note: Cases in this category must demonstrate that the newly introduced brand had not benefited from already existing brand endorsement

18. **New!** Product or Service – Line extension: Efforts used to support a variation of an existing product that shares the same brand name and is in the same category as the existing product and shares the same characteristics as the parent but offers new benefit (flavor, size, package, type, etc.). New extensions can either enter this category OR an industry category. Address the category situation and how your product/service was new and the situation you faced as a result of it being new. For example, what specifically was new? Why did the newness matter?

19. **New!** Gouvernement & Public Service (Municipal or state economic development, lotteries, utilities, civil, diplomatic, or armed forces, parks, libraries, public services, etc.) *Political communication is not accepted

categories

Specialty Categories

The Specialty Categories are designed to address a specific business situation or challenge. 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. When judging cases from this section, business results are as important as in other any categories. 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.

I. DAVID VS. GOLIATH

This is a category for tiny, new or emerging brands that compete against big, well-established leaders and/or for established small brands taking on “sleeping giants”. The brand needs to demonstrate that they achieved the results in spite of having disproportionately smaller scale and marketing expenses compared to the clearly defined Goliath brand. The brand cannot be a sub-brand of a larger umbrella brand / or a limited edition.

II. RENAISSANCE

This is an award for rebirth campaigns. To enter your brand must have experienced a downturn of more than one year and a period of at least six months of upturn sales.

III. SHOPPER MARKETING

The campaign can be applied either to a single retailer or to multiple retailers (physical as well as virtual places). Still, the campaign has to prove that the brand communication was tailor-made according to the retailer’s specifics: the campaign is built in a partnership effort (i.e. the retailer is a convenience-driven one; the retailer’s profile asks for a conservative approach; in this store, shoppers are more experiential, they need to explore and interact).

- Moreover, the solution has to be more than a simple promo offer and come from a deep shopper understanding (shopper need, barrier, opportunity etc.).
- The communication materials should frame the in-store location and not a part of a bigger, integrated communication campaign (TV spots, radio, Online etc.)
- The shopper marketing campaign results has to be clearly isolated from the rest of the brand sales.

Note: Starting 2022, the Shopper Marketing category uses the Main Entry Form, not a dedicated one as in previous years

IV. SPORTS MARKETING

This category celebrates communications efforts made by sport entities (sports federations, clubs etc.) or commercial brands that promote a sport, a team, a competition or a group of sport practitioners, resulting in a positive public opinion impact (visibility, likability, engagement) for the sport and a positive business impact for the brand.

Note: The athletes/team endorsement campaigns and sport products campaigns (sport gear, energy drinks etc.) are not eligible for this category.

V. SEASONAL MARKETING

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

VI. CORPORATE REPUTATION

This category includes employer branding campaigns, sponsorships, corporate image and identity; advertising to promote corporations, not exclusively their products/services)

VII. BUSINESS TO BUSINESS

This category is for marketing efforts from businesses targeting other businesses. Business-to-business efforts for any type of product or service, from any marketplace segment, are eligible to enter.

VIII. EXPERENTIAL MARKETING (formerly BRAND EXPERIENCE)

The winners of this award will show how advertisers are reaching out to their audiences to establish engaging experiences, meaningful relationships and ownable connections with their brands.

This category is meant to showcase how you can create a brand experience beyond traditional advertising (we define “traditional advertising” as the set of brand messages & assets people are simply exposed to).

This category recognizes ideas that truly brought a brand or product to life and interacted with a specific audience to achieve desired objectives. You may have re-invented the product demo, re-imagined the pop-up store, or led a “brick and mortar” retail overhaul; you could have created a new game, an alternate or virtual reality experience or interactive/immersive film experience that effectively showcases a new product or brand personality. Experiences can include live events, augmented/virtual reality/digital components – it could have been anything. As long as you can prove it truly came alive and worked.

Entrants in the Experiential Marketing category must address how the brand experience related back to the overall brand strategy.

Note: As with all Effie categories, you can enter whether your work brought the brand to life as the entire marketing effort or as part of the larger marketing program.

Note: Judges will expect to understand the ‘participation’ in the experience as a core factor. Participation means more than “Like / Share / Comment”

IX. BRANDED CONTENT & ENTERTAINMENT

This category is for efforts that effectively reached their audience through the creation of original branded content that is not traditional advertising.

The core of a branded content entry should be content designed to be consumed/experienced and sought out by the consumer for either informative / functional reasons or entertainment.

Entrants must detail the content created, why and how it related to the overall brand and business goals, how it was distributed / shared by, the audience, and the results it achieved for the brand (brand results and/or business results).

Branded content may be produced and distributed by either publishers or independently and can include longform entertainment.

Note: Judges will expect to understand why the chosen type of branded content was the best fit for your brand.

Note: Entries that have a paid media component are encouraged to prove how their branded content succeeded in grabbing and holding users' attention beyond paid advertising results and how the audience engaged with the content.

X. ENGAGED COMMUNITIES

A community is defined by the condition of sharing or having certain attitudes and interests in common. Having a well defined media target is not a community.

Entrants for this category can be brands that are creating content, experiences, platforms, news, with the purpose of engaging a specific community – thus, getting them to act, grow, share or amplify the brand message in a way that directly relates to the brand's goals.

Entrants must state clearly how they engaged the community, how they define effectiveness around the community, what they specifically achieved, and why the engaged community was significant for the development of the brand/business.

Note: the jurors will expect to see a clear description of the community your brand engaged with and why it can be considered a community.

XI. BRANDED UTILITY

This category honours marketers who are creating a product or more likely a “service”, in response to the marketing or business challenge faced that is NOT being sold, but is part of the marketing itself; the intention being to reflect and reinforce the central beliefs of the brand by providing utility to consumers.

Entrants must detail the product / service created in response to the challenge, explain its role and objectives, how it was communicated to the audience and, obviously, the results it achieved. Examples: free access to power at airports from a tech company, a training app for a sports brand, a new / unique online or offline content or services that complements the brand, hosting a community that provides shared wisdom and relief to anxious parents from a “mother” brand.

Note: jurors will expect to understand the ongoing utility to consumers of the product / service created and how it helped enhance the success of the brand.

XII. MARKETING INNOVATION

You can submit any action or business idea that has had an exceptionally positive impact on the market position of a brand, product or service. This category rewards marketing innovation regardless of the quality of the creative idea promoting it. If communication was a significant element of marketing mix, work should be submitted in another competition category of Effie.

Examples of eligible activities in this category include: product innovation; change in packaging, both in terms of its appearance and size; design, technology or UX innovation; consumer involvement in product development; introduction/change of a loyalty program, introduction of a new distribution channel, etc.

XIII. MARKETING DISRUPTORS

This award is for efforts that grew their business / brand by changing the marketing model in a way that drive the industry forward.

A marketing disruptor of any size can enter. Entrants must detail the marketing challenge, the competitive landscape and how they succeeded by changing the existing marketing model for the brand / category.

The entrants must identify a marketing pattern and describe the way they reinvented it. The pattern can refer to positioning, consumption habits, use of media or sponsorship.

Note: we are not looking for business ideas regarding the innovation of a product service or business. In this case please enter in the Marketing Innovation category.

XIV. TIMELY OPPORTUNITY

This award will go to those marketing ideas that had the ability to burn intensely for a finite period of time, putting a brand or product in a bright spotlight and creating immediate and measurable impact.

A timely opportunity refers to those who had the insight and creativity to either craft unexpected and unconventional moments for a brand, or seize them when they occur in our society by reacting to them.

The best examples will see live experiences, moments, stunts, and tactics, online & offline, perhaps amplified through PR, social media, digital engagement, or even the use of content created in the moment to fuel paid campaigns.

This category spotlights those effective strategic efforts that were able to generate business impact (either brand building or sales) as a direct outcome from a single significant moment of activity. Judges expect to understand how your brand had the insight to know how and when to “throw a stone into a pond” and maximize the ripple effect from that initial throw.

XV. **New!** DATA- DRIVEN

Entries in this category must clearly demonstrate a consistently innovative use of media-driven data from insights to planning process in order to develop of a breakthrough media approach or creative outlook

XVI. **New!** MEDIA INNOVATION

This award showcases those who had the insight and creativity to change the way a particular media channel is consumed, or to create a new channel. The award will go to brands who reached out of the conventional approach to grab their audience and effectively engage with them. Whether the effort was one execution or multiple, and/or used one engagement channel or multiple – the work must represent new and creative usage of the media channels we know and love, or have not yet met.

Note: All entries must specifically address what was innovative and the results achieved. Address the category situation and provide clear articulation of how the media was used innovatively and how the media strategy/plan optimized the results.

XVII. SUSTAINED SUCCESS

This category honours brands that had an exceptional performance over 3 years in a row. Submitted campaigns must demonstrate a continuity in both strategy and creative platform, visible in the creative executions through the years (a continuation in terms of communication territory and/or core executional elements, ex: theme / tagline / spokesperson / song etc.). Results must date back to January 2020 and must include the current year results – 2022.

Note: For this Special Category participants must fill in a special entry form (different from other Effie categories) and comply to a dedicated set of creative submission requirements.

“Sustained Success” winners cannot compete for Grand EFFIE.

categories

POSITIVE CHANGE: SOCIAL GOOD

The Positive Change Effies reward and celebrate the brands and non-profits that are promoting the greater good through marketing communications.

The Positive Change Social Good category celebrates marketing communications efforts proven effective in addressing a social problem or in expanding an existing program in ways that benefit our society. Any effort that sets out to give back in some way for the greater good is eligible to enter. Maybe it was for profit, maybe not. Maybe you got paid, maybe you didn't.

Any and all marketing communications efforts, whether full campaigns or unique efforts within a campaign are eligible to enter as long as measurable results exist.

XVIII. POSITIVE CHANGE: SOCIAL GOOD – BRANDS

Recognizing brands that are making the world a better place by using the power of their communications platforms for "good." This category celebrates for-profit brand efforts that effectively combined business goals with a social cause (health, education, community, family, etc) and successfully related that cause back to the company's overall brand strategy, resulting in positive business and social impact.

XIX. POSITIVE CHANGE: SOCIAL GOOD – NON – PROFIT

Recognizing non-profit organizations and associations whose communications efforts have effectively driven positive change for society and successfully contributed back to the organization's purpose. Campaigns must show measurable impact and proven results in support of the cause.

! You can enter the Social Good- Non – Profit category for free, ONLY IF you had no media budget for the campaign.

XX. **New!** POSITIVE CHANGE: SOCIAL GOOD – Diversity, Equity & Inclusion

Any communication effort initiated by a non-profit organization whose success was dependent on effectively connecting with a specific topic related to inclusivity: LGBTQ+, minorities of any kind, marginalized communities and so on.

The entrant should choose only one category to compete: this category or POSITIVE CHANGE: SOCIAL GOOD – NON-PROFIT

checklist review & pre-screening

CAMPAIGNS PRE-SCREENING

In order to avoid disqualifications:. All entries will be checked by the Effie staff – the entries will be verified taking into consideration the reasons of disqualification and the entrants will be notified on all technical errors found in the cases.

To avoid returned cases, please respect all guidelines & reasons of disqualifications.

RECAP:

There is one special entry form and requirements for Sustained Success. For the rest of the categories, use the Master Entry Form (including for the Shopper Marketing category, which no longer has a dedicated Entry Form) . Make sure you download the correct templates & other forms from www.effie.ro.

And remember that, for submitting, you will need to go to the Entry Online Portal – the templates are just for you to organize & gather information for the case from all parties involved.

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 jurors 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 jurors 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 jurors have extensive knowledge of the category.

contact

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