

EURO EFFIE AWARDS CONTENT ENTRY FORM

2015

euro effie
awards

Coffee Vs. Gangs
JWT London
Mondelez
Kenco
Brand Rejuvenation



TO ENTER THE 2017 COMPETITION

- Your case must have run in at least two European markets between **1/1/16 and 31/12/16**. All results must relate directly to this time period. Prior year data may be included for context.*
 - ***Note:** Cases entered in the Positive Change category only need to have run in one country in Europe. See special Positive Change entry form at euro-effie.com.
- Include specific, verifiable **sources for all data and facts** presented throughout the entry form. Any data without a source will be disqualified. Sources should include time period covered, type of research, etc. **Do not include any agency names** in your sourcing (refer to as agency research, media agency research, etc. and include all other relevant sourcing info).
- Review [category definitions](#) for requirements that must be included. Points will be deducted if requirements are not met.
- **Be clear, concise and honest.**

Formatting Requirements:

- Judges appreciate brevity
- **Do not include any agency names** (ad, media, other) **anywhere** in your entry materials
- The word count for each section does not include footnotes

Payment:

- Please note that you will be granted access to the online entry form once payment has been made.

INITIAL REGISTRATION

Once you have registered, received your unique username and password and paid, you will have access to the online entry form. You will need to fill in all sections in order to be able to submit your case.

**You may use this form to prepare your entry
but please note that we will only accept online entries.**

To register online, click [here](#).



ADMINISTRATOR DETAILS

First you will need to fill in your basic entry information. Once you have completed this form, you will receive a confirmation email with your username and password.

Administrator Details

I am a

Eaca Member Yes No

Company Name *

Address *

Post code *

City *

Country *

Contact First Name *

Contact Last Name *

Position *

Email *

Phone n° *

Agency VAT Number *

* required field.

SUBMIT



BASIC ENTRY INFORMATION

In this section, you will register your campaign details.

Campaign Title *	<input type="text"/>
Client name *	<input type="text"/>
Brand name *	<input type="text"/>

CATEGORIES

You may enter a campaign into one Products & Services category and multiple Special categories. Each enter must be customised for each category.

Products & Services categories	Special categories
<input type="radio"/> FMCG	<input type="radio"/> Media Innovation
<input type="radio"/> Consumer Goods	<input type="radio"/> Brand Re-vitalisation
<input type="radio"/> General healthcare & OTC products	<input type="radio"/> Best demonstration of Integrated Effectiveness
<input type="radio"/> Pharmaceutical	<input type="radio"/> Small Budget
<input type="radio"/> Automotive	<input type="radio"/> Long-term Effectiveness
<input type="radio"/> Corporate Reputation	<input type="radio"/> David vs. Goliath
<input type="radio"/> Retail	<input type="radio"/> Brand Experience
<input type="radio"/> IT / Telco	<input type="radio"/> Government, Institutional & Recruitment
<input type="radio"/> Services	<input type="radio"/> Branded Content
<input type="radio"/> Leisure & Entertainment	<input type="radio"/> Carpe Diem
<input type="radio"/> Products/Services Launch	



DECLARATION

The campaign ran from

//

to

//

A campaign may have started before 2016 but must have supporting data for the period selected.

Effectiveness can be proven in these markets (minimum 2 to be eligible)

Please tick appropriate boxes:

- | | |
|--|---|
| <input type="checkbox"/> Albania | <input type="checkbox"/> Andorra |
| <input type="checkbox"/> Armenia | <input type="checkbox"/> Austria |
| <input type="checkbox"/> Azerbaijan | <input type="checkbox"/> Belarus |
| <input checked="" type="checkbox"/> Belgium | <input type="checkbox"/> Bosnia and Herzegovina |
| <input type="checkbox"/> Bulgaria | <input type="checkbox"/> Croatia |
| <input type="checkbox"/> Cyprus | <input type="checkbox"/> Czech Republic |
| <input type="checkbox"/> Denmark | <input type="checkbox"/> Estonia |
| <input type="checkbox"/> Finland | <input type="checkbox"/> France |
| <input type="checkbox"/> Georgia | <input type="checkbox"/> Germany |
| <input type="checkbox"/> Greece | <input type="checkbox"/> Hungary |
| <input type="checkbox"/> Iceland | <input type="checkbox"/> Ireland |
| <input type="checkbox"/> Italy | <input type="checkbox"/> Kazakhstan |
| <input type="checkbox"/> Latvia | <input type="checkbox"/> Liechtenstein |
| <input type="checkbox"/> Lithuania | <input type="checkbox"/> Luxembourg |
| <input type="checkbox"/> Malta | <input type="checkbox"/> Moldova |
| <input type="checkbox"/> Monaco | <input type="checkbox"/> Montenegro |
| <input type="checkbox"/> Netherlands | <input type="checkbox"/> Norway |
| <input checked="" type="checkbox"/> Poland | <input type="checkbox"/> Portugal |
| <input type="checkbox"/> Republic of Macedonia | <input type="checkbox"/> Romania |
| <input type="checkbox"/> Russia | <input type="checkbox"/> San Marino |
| <input type="checkbox"/> Serbia | <input type="checkbox"/> Slovakia |
| <input type="checkbox"/> Slovenia | <input type="checkbox"/> Spain |
| <input type="checkbox"/> Sweden | <input type="checkbox"/> Switzerland |
| <input type="checkbox"/> Turkey | <input type="checkbox"/> Ukraine |
| <input type="checkbox"/> United Kingdom | <input type="checkbox"/> Vatican City |



CERTIFICATION OF ENTRY BY CLIENT REPRESENTATIVE

I certify on behalf of

that the information submitted for this campaign is true and accurate and that it proves beyond reasonable doubt the effectiveness of the marketing communications elements of the campaign. Entry constitutes permission to be included in EACA promotional material.

Client Officer

First Name*

Last Name*

Position*

Company*

Email*

Phone*

* Required fields

BACK

SAVE & PROCEED



CAMPAIGN BACKGROUND

1. What was the state of the business before the campaign began?
2. Who were the competitors and what market share did they have?
3. What were the specific challenges and opportunities that the client and/or brand faced?
4. What did the client want to change and why?
5. What was the degree of difficulty of this challenge?

250 words

Footnotes



OBJECTIVES

1. Explain why your objectives are significant for your brand.
2. Outline your business, marketing and communications objectives. These should be clear, concise, measurable (state time frame) and achievable yet challenging.

100 words

Footnotes



CREATIVE STRATEGY

1. Describe the strategy upon which the marketing communications were based.
2. Explain how the big idea addressed the challenge.
3. What insight about the target audience or marketplace led to this strategy?
4. What was the message you wanted to communicate?
5. Why was this message chosen?

500 words

Footnotes

Upload your graphs



COMMUNICATIONS STRATEGY

Your communications strategy will need to demonstrate your choice and use of marketing communications were the reason for your campaign's success.

1. What were the media mix and weighting, and why?
2. Give some indication of the size of your media budget in relation to your competition and versus each year the campaign has run.
3. Who is the audience you are trying to reach? Describe their attitudes, behaviours, culture etc. Why are they your target?

400 words

Footnotes

Upload your graphs



MEDIA ALLOCATION CHART

Complete the media section by indicating:

- All media used in this campaign.

	% of total budget		% of total budget
Broadcast Media		Print Media	
Television	<input type="text"/> %	Newspaper	<input type="text"/> %
Radio	<input type="text"/> %	Pan-European press	<input type="text"/> %
Branded Content	<input type="text"/> %	Trade/professional Magazines	<input type="text"/> %
		Consumer Magazines	<input type="text"/> %
Interactive/online	<input type="text"/> %	Point-of-sale	<input type="text"/> %
Digital	<input type="text"/> %	Direct (letters/flyers)	<input type="text"/> %
		Mail	<input type="text"/> %
Other	<input type="text"/> %		
Specify :	<input type="text"/>		
	TOTAL :	<input type="text"/>	%

Total Marketing Communications Expenditure please tick the appropriate box:

- Under €5m €5m to under €10m
 €10m to under €15m €15 million and over

3 Major Competitors' Marketing Communications Expenditure:

	Competitor Name	Expenditure
1.	<input type="text"/>	<input type="text"/>
2.	<input type="text"/>	<input type="text"/>
3.	<input type="text"/>	<input type="text"/>



ADDITIONAL INFORMATION

List other marketing components used in this effort.

You must explain in your entry the effect of the following, if applicable:

- None
- Pricing Changes
- Couponing
- Leveraging Distribution
- Other

Anything else going on (whether or not you were involved) that might have helped drive results? Describe all other factors in the marketplace. Judges are industry executives - entries that omit pertinent information will be disqualified.



EVIDENCE OF RESULTS

To effectively prove a campaign's marketing success the Evidence of Results should:

1. Clearly demonstrate that it reached or exceeded the objectives. A mere correlation between objectives and results will not be sufficient.
2. Use visuals such as graphs or supporting information to effectively demonstrate the attained growth - graphs must be readable and easy to follow. Ensure that typefaces are large enough.
3. Demonstrate results per country as well as pan-European results.
4. Include an introduction (summary) and conclusion in your Evidence of Results to emphasise the point in which you prove effectiveness.
5. State the reference of all data sources. This could be advertiser data, agency research or third-party research companies. If your agency is the source of your research, reference 'Agency Research'. **Not referencing a source will result in disqualification.**
6. Please submit only one document in pdf format.

Agency names should NOT be mentioned anywhere.

Evidence of Results documents should not exceed 10 pages. If they do, your entry will be disqualified.

For more information on submitting a successful entry and the correct evidence of results, please refer to the [Entry Kit 2017](#).

UPLOAD YOUR EVIDENCE OF RESULTS



90 WORD PUBLIC CASE SUMMARY

A snapshot of the effectiveness of your case. The case summary will be used for judging purposes, in the Euro Effies winners' book (if a finalist), Effie website and in the WARC and Adforum online galleries. The summary should be written as though it will be judged. Using at least three complete sentences, summarise the case and its goals. Indicate objectives and how the evidence of results directly relates to those objectives.

90 words



CREDITS

CREDITS & EFFIE INDEX

You are required to credit all of the main strategic partners on your effort, both company and individual. Credits submitted during the time of entry will be used to tally [Effie Effectiveness Index](#) results.

NOTE: It is Euro Effie's policy to honour those credited at time of entry if the case is a finalist or winner. **Therefore, credits cannot be removed or replaced after the entry is submitted.** It is the entrant's responsibility to ensure all credits are submitted correctly. Before submitting, review these credits with senior leadership.

COMPANY CREDITS

All company credits will be used to tally Effie Effectiveness Index results. It is critical that all companies are credited properly - whether lead or contributing. We strongly advise that entrants communicate with their other agency offices, corporate office, and PR department to ensure all agency names are entered correctly. This information should be communicated with contributing companies as well.

REMOVING CREDITS

Once the entry is submitted, credits - company/individual- may not be removed. No exceptions.

CREDIT CHANGES

Both company and individual credits must be thoroughly reviewed at time of entry. Credits cannot be removed or replaced after submission.

EFFECTIVENESS INDEX

The Effie Effectiveness Index identifies and ranks the marketing communications industry's most effective agencies, advertisers and brands by analysing finalist and winner data from 40 worldwide Effie Award competitions. Both finalists and winners receive points towards the Index. You can view the Index Point Structure at www.effieindex.com.

1. Lead Agencies

You can credit up to 2 lead agencies

2. Client

You can credit up to 2 client companies

3. Support Agencies

You can credit up to 4 support agencies

4. Individual Credits

You can credit up to 10 individuals



CREATIVE MATERIAL

The creative material that you submit should showcase the idea behind your campaign.

DO NOT

- Use the agency name in the file names
- Submit too many files. If your campaign ran in many European countries, it is not necessary to send print/video/audio files from each country.

For use in judging, show presentation, Adforum and WARC websites:

TV or Viral:

Mov, Wmv or Avi files

Prints

JPEG or CMYK

Website

You can include the URL of your campaign's website in the URL box provided in the online entry form.

Interactive

Swf or Gif file

Radio

MP3 file

Information in the entry form will remain confidential until the end of both judging rounds. Creative material, when submitted, becomes the property of EACA. EACA reserves the right to make copies of selected creative material for educational and publicity purposes.

Upload creative material



EXAMPLE CASE SUBMISSION

Below you can download the 2014 Grand Prix winner case submitted by 180 Amsterdam and Sony Computer Entertainment Europe.

Please note that this is a cut-down version of the case submitted. The winning agency and client did not wish to publish all information. However, you can get an idea of how a good case is written and presented.

This is what the jurors had to say about this case:

“A well-written and well-prepared case.”

“Great case! To the point and focused.
Really good evidence of results.”

“Brilliant strategy, well-executed with a very well-written case
where everything is obvious and logical.”

“All papers should be this good! Great storytelling in David vs. Goliath. Logical, thorough,
compelling, irresistible! Well done!

[Click here to read the case.](#)

Review the [Entry Kit](#) at euroeffie.com