

Entry Kit



euro effie
awards

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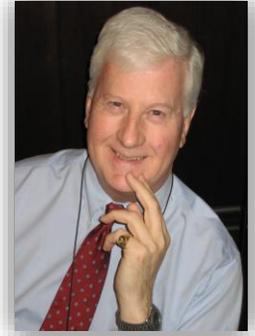
welcome

The Euro Effies in 2018: Making the Case for Effective Marketing.

It is my pleasure to invite you to be a part of the 2018 Euro Effie Awards competition, for two reasons:

- 👉 To celebrate the year's most effective marketing communications in the world's most prestigious effectiveness awards competition.
- 👉 To take the opportunity to learn more and to share more in the process: Doubtless you and your team will learn something in the process of submitting your entries and, in turn, those entries will stand as examples of best practice in our industry.

In Effie's rich history, besides being the most prestigious effectiveness awards competition globally, we take great pride in our educational heritage. Each year, many successful Effie Awards case studies make it into the Effie Case Database: a repository for what works in marketing and advertising and a showcase where we can all share knowledge to Make Marketing (and Marketers) better.



Dominic Lyle
Director General
EACA

What's new?

In this year's competition, besides our 10 product/service categories and 14 special categories, we've introduced a new entry form and judging process which will make the job of entering your work easier and more structured. We've also integrated the Positive Change Effie Awards into the mainstream competition after the successful trial last year. A multinational program run in collaboration with the World Economic Forum, the Positive Change Effies now offer four categories in Europe:

- Environmental – Brands
- Environmental – Non-Profit
- Social – Brands
- Social – Non-Profit

Helping you enter:

All entrants are encouraged to review the [Effective Entry Guide](#), which offers feedback from the 2017 jury on each section of the entry form and the creative reel.

I look forward to meeting many of you at our judging events throughout the Euro Effie Season and at the Euro Effie Awards Gala in October 2018. If you have questions at any point during the competition, please do not hesitate to contact me or any member of the Effie team.

A handwritten signature in black ink, appearing to read 'Dominic Lyle'.

Dominic Lyle
Director General
EACA

general information

deadlines & fees

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Entry Deadline	Entry Date	Fee to Enter
First Deadline	April 6, 2018	€ 995.00 (EACA members) € 1,695.00 (non-EACA members)

All EACA's members and member associations are listed on [EACA's website](#).

Late Entries

Second Deadline	April 27, 2018	€ 250.00
Third Deadline	May 25, 2018	€ 375.00

The late entry deadline applies to all entrants, whether an EACA member or not.

Increased entry fees do not go into effect until the morning after the entry deadline at 6 AM CET. **All materials required to complete an entry must be submitted by the indicated deadline in order to receive the associated rate.**

*Non-Profit Submissions

Non-Profit submissions are offered an adjusted fee schedule. Entrants must email **proof of non-profit status** (link to website, IRS determination letter, etc.) and **Entry ID#** to kasia.gluszak@eaca.eu in order for the discount to be approved.

Non-Profit Entry Deadline	Non-Profit Entry Date	Non-Profit Fee to Enter
First Deadline	April 6, 2018	€ 495.00
Final Deadline	May 25, 2017	€ 895.00

New Entrant Discount

If your company has not submitted work in the 2015, 2016, or 2017 Euro Effie competition as the entering/lead company, you are eligible for a €200 discount on each submitted entry. **In order for Euro Effie to activate this discount, your entry must be started in the online entry system.**

- Once you have started your entry in the online Entry Portal, email your Entry ID #(s), agency name, and location to Kasia Gluszak (kasia.gluszak@eaca.eu) with the subject line: **NEW ENTRANT DISCOUNT**.

Competition Dates

January – May
4 – 15 June
June
28 June
Early July
October 16, 2018

Event

Competition open for entries
Round 1 judging
Finalist notifications
Final Round judging
Winner notifications
Effie Awards Gala

general information

eligibility

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All campaigns that ran in two or more markets in Europe between **January 1, 2017 and December 31, 2017*** are eligible to enter.

- *** Note:** Cases entered in the Positive Change category only need to have run in one country in Europe.
- The Euro Effie Awards are open to all entrants whether members of EACA or not. Entries will be accepted from multinational agency members of the EACA and individual agencies belonging to agency networks outside the membership of EACA. The competition is open to companies in all countries with campaigns that ran in Europe – any company can take the lead to submit a case in the Euro Effies, as long as their case ran in Europe. Entrants must credit all main strategic and creative partners when entering. See more details in the credits section of this form regarding crediting main strategic and creative partners. All credited companies receive points in the [Effie Effectiveness Index®](#).
- Do **not** include results after December 31, 2017. This will result in disqualification.
- To be considered for a Euro Effie, campaigns must prove beyond reasonable doubt that the choice and use of marketing communications were key to the campaign's success. The judging procedure is based primarily on ensuring that the evidence of results is matched to, and proves the achievement of, challenging objectives.
- Campaigns that use one or multiple media (radio, TV, PR, mobile, print, retail experience, viral, events, buzz, etc.) are eligible and entrants can include any examples that demonstrate how the campaign tackled the client objectives. When entering, you must detail the “why” behind the strategy and provide proof that your work achieved significant results in the markets indicated.
- Your work must have made an impact during the eligibility period and the results you provide must be within this time frame. Elements of the work may have been introduced earlier and may have continued after, but your case must be based on data relative to the qualifying time. Judges will evaluate success achieved during the eligibility time period.
 - **Note:** 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 achieved during the eligibility time period. Judges will expect to see context around data points provided – pre and post measures etc.
 - Judges also appreciate understanding your case in the real marketplace and your future outlook if your case is ongoing. While you cannot present results after December 31, 2017, in this year's competition, make sure to address your future outlook. Present your case in the context of the real marketplace and timing – do not present your case in isolation.
- At a minimum, **Long-term Effectiveness** cases must include results that date back to 2015. Results must be provided through the current competition year.
- The Euro Effie Awards reserves the right to re-categorize entries, split/redefine categories and/or refuse entry at any time.

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eligibility

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Re-Entering Past Winning Work

You may re-enter past winning efforts within the following requirements:

- **Past Gold Euro Effie winners** can re-enter into a category in which they did not win Gold and can re-enter the same category where they won Gold after two years OR with a new creative strategy.
- **Past Silver and Bronze Euro Effie winners** can re-enter into any category.
- **Past Gold Long-term Effectiveness winners** can re-enter the same category after 3 years.
- **Past David vs. Goliath winning brands** (Gold/Silver/Bronze) are not eligible to enter the David vs. Goliath category in the subsequent year to their win.

*Special Circumstances: Entering A Different Effort from a Past-Winning Brand

Entrants frequently ask if they can re-enter a category where they won gold with a different effort. Different efforts are eligible to re-enter the same category in the subsequent year. Euro Effie considers a different case to be one with different strategy and creative from the entry the year prior. It is fine for the tag line to remain the same, but everything else must be different.

There are always exceptions, of course, and the Euro Effie will make judgments on a case by case basis. If you wish to re-enter a category and you are unsure if your entry would violate one of the rules above, please send a brief description of the case (target, strategy, sample of creative) and how it differs from the previous case to Kasia Gluszak (kasia.gluszak@eaca.eu). You are encouraged to reach out to us prior to entry, as entry fees will not be returned to entrants who violate one of these rules.

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Entering Multiple Categories

You may enter a case into a maximum of two categories. This can be **one Product/Service category and one special category, or two special categories**. You will need to submit a separate entry and pay separate entry fees for each category submission.

- **Note:** Entrants decide whether to enter their case into a Product & Service category or one of the Special categories or to enter the case into both Product & Service and Special categories. However, it is important when entering your case to ensure the entry is customized to speak to the specifics of each category it is entered in. Judges expect entries to be tailored for the category they are reviewing.

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

general information

judging & scoring

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Your entry will be judged by some of the brightest and most experienced business leaders from across Europe. We draw on their experience not only to judge the work of their peers but to highlight learning for the industry overall. Entries are judged in two phases. Scoring is anonymous and confidential. In both rounds of judging, judges provide feedback on each case.

The judges' scores determine which entries will be finalists and which finalists are awarded a gold, silver, or bronze Euro Effie trophy. The finalist level and each winning level – gold, silver, bronze – have minimum scores required in order to be eligible for finalist status or for an award. Euro Effie trophies are awarded in each category at the discretion of the judges. It is possible that a category may produce one or multiple winners of any level or perhaps no winners at all – no matter the number of finalists. **Not all finalists become winners.**

Scoring System

Judges are asked to evaluate specific criteria in scoring a marketing case's overall effectiveness and provide four separate scores analyzing specific attributes of the work. The 2018 entry form has been reformatted to better reflect these criteria. The breakdown is as follows:

Challenge, Context & Objectives	23.3%
Insights & Strategic Idea	23.3%
Bringing the Idea to Life	23.3%
Results	30%

Jurors are specifically matched with cases that do not prove a conflict of interest. For example, a judge with an automotive background would not review automotive cases.

- Euro Effie Tip:** For this reason, it is critical that entrants **provide market and category context** in their entries. Give judges a clear understanding of the category situation and explain what your KPIs mean in the context of your category. For example, what does a 1% increase mean in the beverages market? For the past performance of your brand?, etc.

Round One

Round One Judges review around 15 cases across a range of categories. Judges evaluate all elements of an entry: the written case and creative executions. Cases are reviewed on a stand-alone basis without comparison to other entries in the category. Each jury member reviews a unique set of cases. Cases that score high enough become finalists and move on to Final Round Judging.

Final Round

Finalists are judged against other finalists within their category, and like Round One, all elements of each case are reviewed and scored. Final Round judges discuss the finalists in the category before finalising their scores.

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The Grand Prix

The highest-scoring Gold Euro Effie winners are eligible for the Grand Prix. The Grand Prix represents the single best case entered in a given year. As the Final Round Jury is so senior and they express their collective opinion, the winning case represents both the most effective case of the year and a message that will be sent to the industry about lessons for the way forward. Only a select number of the highest-scoring gold winning cases are considered contenders for the Grand Prix.

- Note:** Because of the unique time period of the Long-term Effectiveness category, Long-term Effectiveness cases are not eligible for the Grand Prix Award.

All finalists and winners are recognized on [euro-effie.com](#) and [effieindex.com](#).



2017 Grand Prix Winner
Kevin The Carrot - Making Christmas Amazing
Aldi UK & ROI / McCann UK



2016 Grand Prix Winner
Ask Guðmundur: World's First Human Search Engine
Promote Iceland / The Brooklyn Brothers & Íslenska

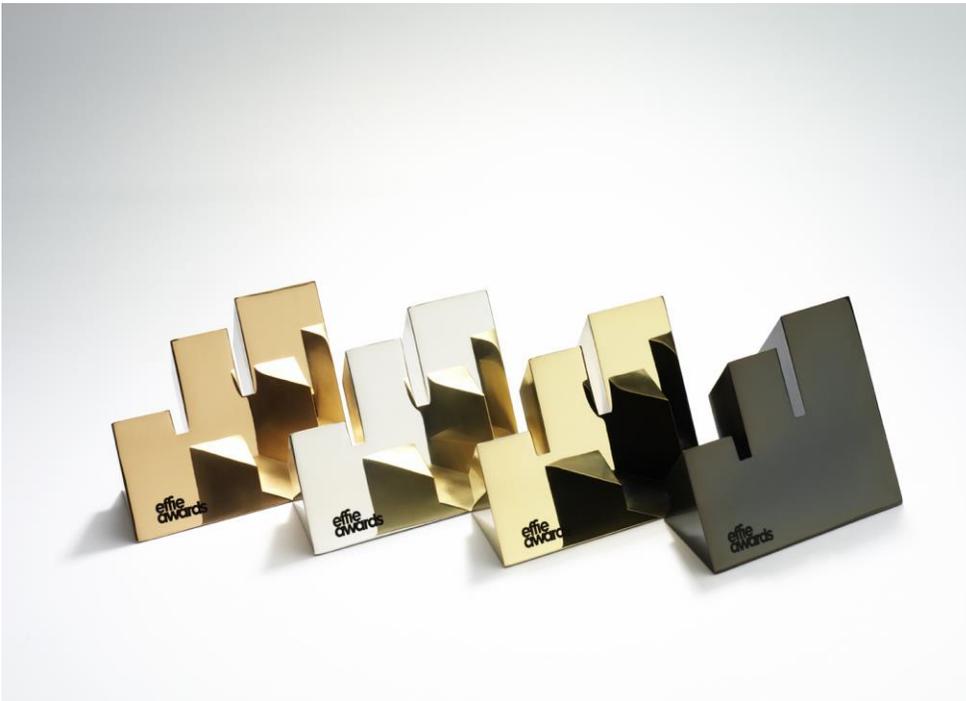


2015 Grand Prix Winner
Travel & Surf
Deutsche Telekom / DDB Berlin GmbH

general information

trophies & certificates

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Two trophies are provided per winning campaign. The default setting for all trophies can be seen below. If co-lead agencies or co-clients are designated, both agencies/clients will appear on the trophy. Before the engravings are sent off to our trophy provider, the entrant is asked for confirmation.

Campaign name

Agency
Client
Brand
Category

You can purchase additional personalised trophies and certificates by emailing your request to Kasia Gluszak at kasia.gluszak@eaca.eu.

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resources

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Effective Entry Guide

Review the most common critiques judges give entrants. Each of the four scoring sections is broken down to show what the judges are looking for. This help document also provides general tips on writing a clear and effective entry. Find this resource [here](#).

Review Past Examples of Effective Work

Review sample case studies from recent winners [here](#) and [here](#). Additional case studies can be reviewed on www.warc.com.

Apply to Be an Euro Effie Judge - Nominate

To apply to be a judge or to nominate names for consideration, please fill send an email to Kasia Gluszak (kasia.gluszak@eaca.eu). The Euro Effie strives to develop well-rounded juries that represent both client and agency expertise across all disciplines. For this reason, we cannot guarantee the acceptance of all judging applicants.

confidentiality

overview

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Euro Effie Awards are a registered trademark of Effie Worldwide, a non-profit organization that stands for effectiveness in marketing communications, spotlighting marketing ideas that work and encouraging thoughtful dialogue about the drivers of marketing effectiveness. In order to help fulfill this mission and provide learning to the industry, the Euro Effies rely 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 Euro Effie case studies in their courses.
- 3. Showcasing your team's success in achieving one of the top marketing honours of the year.**
Euro Effie wins help attract new talent, prove the importance of marketing in business and strengthen agency-client relationships.

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

To help alleviate confidentiality concerns, the following pages outline Euro Effie's policies on confidentiality and the publication of submissions. Entrants are encouraged to reach out to Euro Effie with any questions or concerns regarding our confidentiality policies.

confidentiality

publication permission

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The Euro Effie Awards 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. Entrants who give permission to publish their written case may have their entry featured on the Euro Effie web site or Euro Effie partner web sites or publications.

In the spirit of learning that Effie represents, we encourage you to share your case studies so that we may Make Marketing Better.

We respect that entries may have information deemed confidential. Within the **online Entry Portal**, entrants are asked whether or not publishing permission is granted for the written entry. Entrants may select from the following options:

- **"YES"** - If you select yes, you agree that the written entry form may be published, reproduced and displayed for educational purposes as it was submitted, so that you may play your part in Making Marketing Better.
- **"YES - EDITED VERSION OF YOUR WRITTEN CASE"** - If you select this option, an edited version of your case study will be published, reproduced, and/or displayed for educational purposes.
 - Entrants may redact sensitive data in this public version – only judges will see the original submission.
- **"UNDER REVIEW"** – If you select this option, Euro Effie will reach out to your team if the case becomes a finalist to further discuss the publication options for your case. Entrants ultimately will have the option not to publish their written case, but to support Euro Effie's non-profit mission, we encourage all entrants to consider publishing at least an edited version.

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 need 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 received rights to submit it.

Addressing Confidentiality Concerns in the Written Case

Judging

All 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.

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Indexing Data

While judging is confidential and entrants may select publication permissions for their written case, Euro 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 Euro Effie to publish the entry as it was submitted if it becomes a finalist or winner, only judges will see the written entry as it was submitted.

Creative Work & Materials for Publicity

The creative material and case summary you submit into the competition become the property of the Euro Effie Awards and Effie Worldwide and will not be returned. By entering your work in the competition, the Euro 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 Euro Effie entry for education and publicity purposes.

Creative work, case summaries, and the statement of effectiveness may be featured in [the Euro Effie Awards Booklet](#), [Euro Effie's website](#), partner websites, press releases/newsletters, programming/conferences and the Euro Effie Awards Gala. Creative material submitted to the Euro Effie Awards includes your 4-minute creative reel and all .jpg images. The case summary is your 90-word public summary and 80-character statement of effectiveness of your case. Entrants should not include confidential information in these elements.

Addressing Confidentiality Concerns in the Creative Reel

- Per entry rules, results (of any kind) may not be included in the creative reel.
- Entrants are only required to showcase examples of the integral creative work that ran in the marketplace. Confidential information should not be featured in the creative reel.
- Entrants must have the rights to show all elements presented in the creative reel.
- In extraordinary circumstances, Euro Effie will review requests to submit an edited video for publication. Such requests should be submitted if the case becomes a finalist, as non-finalist creative reels are only seen by judges and will not be published.

Addressing Confidentiality Concerns in the Case Summary & Statement of Effectiveness

- Entrants are discouraged from including confidential information in either element. These elements should be written for publication.

confidentiality

publication permission

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Additional Points

This year's eligibility time period is January 1, 2017 – December 31, 2017 and the awards will be presented in October 2018. For some companies, this delay may alleviate some concerns regarding sensitive data.

Companies across the full spectrum – from large to small and across all industry sectors enter the Euro Effie Awards. The Euro Effie Award's confidentiality policy, the ability to index data, the ability to set publication permissions, etc. are all established to ensure that any company can enter their effective work without hesitation.

We recommend nominating your client and agency team members for judging. Participating as a judge is one of the most valuable ways to learn about the award, understand how judging works and experience our security and confidentiality rules firsthand. To nominate a judge, please send an email to Kasia Gluszak (kasia.gluszak@eaca.eu).



euro effie tip: Most entrants find that indexing data in the written case works well for their teams. Make sure your entry provides category context and pre / post context to enable judges to evaluate it effectively. If you have questions, Euro Effie will be glad to answer.

entry requirements

overview

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Entries are submitted online in the Euro Effies' **online Entry Portal**. There is no need to submit hard copy entry materials at time of entry.

Download the **Entry Forms** [here](#). Entrants can use these documents to draft their responses to the Euro Effie Entry Form & collaborate with team members, partner agencies, and clients. In the Online Entry Portal, entrants will copy their answers to each question of the entry form into the corresponding question in the online system.

The following pages outline the overarching entry requirements, including the entry checklist (below), reasons for disqualification, credit information and a brief overview of the online Entry Portal. Detailed information regarding the entry form and creative requirements can be found in the subsequent sections.

Entry Check List

- Written Case Study (Entry Form)
- Media Addendum
- 4-Minute Creative Reel
- Creative Images for Judging
- Images for Publicity
 - Case Image
 - Company Logos (all lead agencies/clients)
 - Web-Ready Images of Your Work
- Online Entry Portal**
 - Upload Materials & Provide Answers To the Euro Effie Entry Form
 - Submit Additional Data for Research/Database Purposes
 - Agency & Client Company Contact Information & Credits
 - 90-Word Case Summary
 - 80-Character Statement of Effectiveness
 - Publication Permission Settings

entry requirements

reasons for disqualification

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

- **Data not referenced.** All data, claims, facts, etc. presented anywhere in the entry form must reference a specific, verifiable source. Sources must be as specific as possible in documenting all evidence; provide source of data, type of research, and the time period covered. Do not include any agency names in your sources – this includes agency names other than your own. The source of data should be referenced as “Agency Research,” “PR Agency Research,” “Media Agency Research,” etc. All other relevant sourcing information (time period covered, type of research, etc.) must also be included. Source data using footnotes.
- **Agency names/logos** published in the entry form or in the creative materials. Euro Effie is an agency-blind competition; no agency names should be included in the materials that judges will review (entry form, media addendum, creative reel, creative images).
- **Including results or competitive work/logos on the creative reel.** Refer to the **Creative Reel instructions** in this document for full details. The reel is simply meant to showcase the work as it ran in the marketplace.
- **Failing to adhere to the Euro Effie Eligibility rules.** The Euro Effie eligibility period is **1/1/2017-31/12/2017***. It is fine for the work to have started running before or continue running after this period, but the work the judges are reviewing must have run at some point between 1/1/2017 and 31/12/2017. The results the judges are evaluating must be within this period, but data prior to the eligibility period may be included for context. **No results after 31/12/2017 may be included.**
 - The Long-term Effectiveness category requires results that date back to 1/1/2015 or earlier.
- **Failing to follow the Formatting Requirements** as outlined in the entry kit and on the entry form. Review the **Formatting Requirements** for rules on font, color, pictorial elements, leaving questions unanswered, and removing parts of the entry form.
- **Missing Translation / Creative Viewing Guide.** All entries with non-English creative materials must include a translation page at the end of your entry form (subtitles within the creative materials are also acceptable).

Company and Individual Credits may not be removed or replaced after time of entry. It is critical for your team to thoroughly review the credits before submitting.

entry requirements

credits

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Company Credits

- Euro Effie recognizes the effective teamwork needed to create an effective case. You are required to credit all creative and strategic partners who contributed to the effort. Space has been provided in the **online Entry Portal** to credit a maximum of two lead agencies, two clients and four contributing agencies. You must credit the **client** and **at least one lead agency**.
 - 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.
- You may credit a second agency as a Lead Agency and they will be regarded as a co-lead agency on the work and given equal recognition by the Euro Effie and 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.**
- Entrants are required to thoroughly review company credits at time of entry, as credits cannot be removed after time of entry. Senior leadership must sign off on the credits using the **"Authorization & Verification Form,"** available via the online Entry Portal. 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.
- We urge you to think carefully about your partners: clients; agencies of all types including full service, media, digital, promo, PR, events; media owners; research companies; etc.
- Please review the outline of how company credits are recognized in the **Effie Effectiveness Index®** rankings on the following page.

Individual Credits

- Space has been provided to credit **ten individuals** who contributed to the case. Please credit all main client and agency team members and make sure spelling is correct. You may only credit one individual per line and all individuals must be team members (current or former) of the credited companies. You may not credit additional companies in this section. All individuals listed will be credited in the **Effie Awards Journal** and in the online **Case Study Database**.
- If you do not use all ten spaces and want to add names after time of entry, changes will only be accepted on a case by case basis. Therefore, we recommend using all ten spaces and making sure names are spelled correctly at time of entry. **Euro Effie's policy is to honour those credited at time of entry if the case is a finalist or winner. Therefore, credits may not be removed or replaced after the entry has been submitted.**

entry requirements

credits & the effie effectiveness index

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Company Credits & the Effie Effectiveness Index

The Effie Effectiveness 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 2018 Euro Effie finalist or winner, the credits submitted will be used to tally the 2018 Effie Effectiveness 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. Review effieindex.com to see how your company office has been listed in recent years.

Differences as small as **punctuation** and **capitalization** could impact how your brand / company is ranked in the Index. Please ensure that all credits are submitted correctly at the time of entry.

Agency Office Rankings

- Agency office rankings are compiled using the Agency Name, city and country as listed on the **Credits Tab of the online Entry Portal**.
- Whether or not the city/country is included in the "Agency Name" field, the Index rankings will be based off of the location of the office using the city/country fields. Euro Effie encourages consistency year-to-year.
- The agency name submitted will also be how the effort is publicly recognized if the entry becomes a finalist or winner. If your agency office prefers to be known as "AgencyName CityName," then agency names should be listed accordingly.
- Be sure to guide all teams entering in the competition within your office to list the company name in a consistent manner – this includes consistent capitalisation, spacing, punctuation, abbreviations, etc. This will ensure all finalist/winning cases from your office location can easily be tabulated together.

Agency Network & Holding Company Rankings

- Agency networks and holding companies are selected via a drop down in the online Entry Portal.
- The way the agency name is entered in that field does not affect the Agency Network or Holding company rankings, though it will be reviewed for accuracy.

entry requirements

credit changes

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Credit Amendment Policy

- Both company and individual 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,” available through the [online Entry Portal](#).
- **Euro Effie’s policy is that those recognized on the work at time of entry deserve recognition at time of win. At no time will Euro Effie permit individual or company credits to be removed or replaced.**
- The Client, Lead Agency and Additional Lead Agency (if applicable) are considered final at the time of entry and cannot be removed or added after the entry is finalised and accepted by Euro Effie.
- Additional contributing company credits and individual credits can be added after the entry is finalised and accepted by the Euro Effie only if the entry did not already credit the maximum number of contributing companies and individuals permitted. Credit additions and amendments after time of entry require a €350 fee per change and are not guaranteed. **No credit edits/additions are permitted after June 1, 2018.**
- All contributing company and individual credit additions or amendments must be submitted by no later than June 1, 2018. All adjustments requested after time of entry are subject to a €350 fee per change. No individual or contributing company credit additions will be accepted after June 1, 2018.
- All credit requests will be reviewed and accepted at the discretion of Euro Effie and are not guaranteed.

entry requirements

online entry portal

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The 2018 Online Entry Portal is available at <https://euro-effie.acclaimworks.com/>.

All entrants are encouraged to begin their entry in the online system sooner rather than later so you can review the additional data required for submission. Additionally, this registers your intent to enter with Euro Effie so you will be kept up-to-date with competition news. You may delete or edit any part of your entry at any time until you click "**Submit.**"



euro effie tip: The online entry area enables you easily to submit your entry to additional categories while only entering information once. This helps to prevent human error when entering information. Be sure to change the category and upload strongly encouraged to customize each entry form to speak to the nuances of each Euro Effie entry category.

entry form

overview

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Writing an Effective Entry

- Carefully review and answer all parts of the question and review the “Euro Effie Tips” for each question. Judges will deduct points if all aspects of the question are not answered.
- Make your entry form **clear, concise, interesting, and easy-to-read**. Treat the entry form like a story – each section should link.
- Use a voice of **honesty** – judges are looking for the real situation you started with, what you achieved, and the persuasive argument that links the work to the results achieved.
- State why results are significant in the **context** of your situation. Simply presenting results without defending them is not sufficient.
- Address every objective in your results section and guide judges through the results achieved – how do the social metrics tie to the awareness and behavioural goals of the brand? How does this link to sales or market share goals (if relevant)?
- Eliminate any other factors that judges may mistakenly believe could have contributed to the success – economic factors, pricing, distribution, weather, etc. - prove it was your work's contribution that led to the results.
- Be real. Judges appreciate entrants for explaining what went wrong, what you changed, etc. Cases that retrofit objectives to match results do poorly.
- Write for someone with no knowledge of your industry sector. Judges likely do not have experience in your category sector and you need to provide context so they can understand the difficulty of your challenge and the significance of your results.

Additional Tips

- If your case is a finalist or winner, the entry title, brand name, and client name will all be publicly recognized – you do not need to repeat the parent company name in the brand name.
- No results after December 31, 2017 may be included under any circumstances.
- Source all data in your entry form and include dates for the time period covered and type of research.
- Follow all formatting requirements as outlined in the entry kit and entry form.
- The Long-term Effectiveness category requires the use of a separate **entry form** and follows different creative requirements.
- The Positive Change Effie: Environmental categories also requires the use of a separate **entry form**.

entry form

scoring sections

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Challenge, Context & Objectives – 23.3% of the score

Questions 1A-1C

This scoring section is the glue that shapes the other elements of the case. Judges often say that if this section is weak, the entire entry weakens because the context is needed to understand “how big the idea was or how profound the results were.” The challenge and business situation your brand was facing should be clearly understood. Elements are assessed for both suitability and ambitiousness within the framework of the Strategic Communications Challenge.

How did each area relate to the stated objectives and were the objectives fully explained? Entrants should detail what objectives they had and **why they are significant in the context of their situation**. If the entrant did not have objectives upfront or they were open objectives, they should explain this. Judges consistently state that they can tell when objectives have been retrofitted and downscore entries because of this.

- Provide context about the category, marketplace, company, competitive environment and the degree of difficulty of this challenge. **Lack of context is one of the most common judge complaints.**
- Who is the audience you are trying to reach? Describe their attitudes, behaviors, culture, etc. Why are they your target?
- Explain why your objectives are significant for your brand. Provide prior year benchmarks when available. Detail the business problem the effort was meant to address. Why was this a challenging situation?
- Note the tools you planned to use to measure each objective.

Insights & Strategic Idea – 23.3% of the score

Questions 2A-2B

Judges evaluate how inventive and effective the Idea and Strategy are in meeting communications challenge and how closely the Idea, Strategy and Results address the Challenge.

- Share your insight in one sentence. Explain how it originated. What research was done that resulted in the insight or awareness of the opportunity or revised/validated it after the fact?
- Explain how the big idea addressed the challenge.
- Remember to state your answer to **question 2B in one sentence**. This is not your tag line – it is the core idea that drove your effort and led to your results.

“If you can’t explain an idea in one sentence, then you don’t have an idea.”

entry form

scoring sections

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Bringing the Idea to Life – 23.3% of the score

Question 3, Media Addendum, Creative Work

Judges are looking to see why you chose specific media channels – how do they relate to your strategy and audience? Is the creative work effective? Does it address your objectives? Entrants should articulate their **media and creative strategy**.

- Tie your insights and strategic challenge into your communications strategy.
- Did your communications change over time? Explain how.
- Explain why you selected the media channels – why were these right for your audience and idea?

Charts outlining communications touch points, owned/earned/paid media, sponsorships, etc. are all answered in the online Entry Portal via the **Media Addendum**.

Paid Media Expenditures (Media Addendum)

Paid media expenditures (purchased and donated), not including agency fees or production costs, for the case described in this entry. Given the 'spirit' of this question, use your judgment on what constitutes fees, production and the broad span that covers media – from donated space to activation costs.

- **Traditional and non-traditional paid media.** Examples: purchase of a TV spot or purchase of a mobile ad.
- **Out-of-Pocket activation costs.** Examples: For something like an event, what did it cost to have the pop-up store? What did it cost to buy the key search terms on Google?
- **Value of donated media.** Example: If you are a film festival, did a sponsor give you 2 hours' worth of free TV ad time? Estimate what it would have cost you if you had paid for it.

Owned Media and Sponsorship (Media Addendum)

- **Any owned media.** Examples: company owned real-estate, either physical or digital, that acted as communication channels for case content (e.g. corporate website/social media platforms, packaging, branded store, fleet of buses, etc.)
 - If you select owned media checkpoints in the Communications Touchpoints chart, be sure to explain your use of these channels in the Owned Media question.
- **Any sponsorships that provided communications benefits.** Examples: As part of a sponsorship of the tennis finals, I received free ad space for my logo during primetime.

Creative Reel

The creative reel should showcase the integral creative elements of the effort. For instructions on the Creative Reel, please view the **Creative Reel** section.

"Tie the communications strategy directly back to objectives and insights. Without that, it's just a media plan, not a communications strategy."

"Explain the media strategy. Entrants mentioned TV and print ads but didn't always mention where they ran and how they appealed to the target."

entry form

scoring sections

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Results – 30% of the score

Question 4A-4B

Judges are looking for **direct correlations between real objectives and results**. For example, if the objective is to improve brand awareness, the proof cannot be an increase in sales. If you achieved additional results, explain what they were and why they are significant. If you did not achieve a particular objective, explain this. Make a compelling argument **why the communications is linked to the results achieved** rather than a different factor and make a compelling argument regarding why the results you achieved are significant.

“Results are critical. Show how your results tie back to the challenge and objective, and focus on how the big idea drove these results specifically.”

Judges take into account the environment in which each case exists. It is important to **include category context**, as judges may not be knowledgeable of the nuances of your particular category. For example, a small percentage move in a highly-segmented, high volume category is more difficult to achieve than a large percentage change in a small, less-competitive or non-competitive category. Likewise, a large sales increase for a product that has never advertised before might be less impressive than a smaller sales increase for a product that has no budget increase but changed its marketing communications strategy.

Presenting Results Effectively

- **Restate objectives/KPIs** in the results section so judges can easily reference this information.
- Provide **context** with historical data, industry benchmarks, competitors, etc.
- Explain why the results you are presenting are important. How did the results tie together and **impact the brand and business?**
- **Retrofitting objectives is one of the most common judge complaints.**
- Explain how you know it was your marketing efforts that led to the results.
- Eliminate or address other factors in the marketplace that could have contributed to your success. Judges value honesty – they are senior members of the industry and will downscore where information is withheld.

Data

- For confidential information, proof of performance may be indexed or provided as percentages.
- If you cannot provide certain business results, explain why you cannot or why they are less important. Think through creative and meaningful ways to present the significance of the results you cannot share. For example, the results achieved were the equivalent of opening a new store in that market. When key metrics are withheld without explanation, judges typically imagine it is because the results were weak.
- **Charts and graphs** are useful tools to present your data clearly.
- Including results after December 31, 2017 will result in disqualification.
- Entrants must source all data (source, type of research, dates). Do not include any agency names in sources. See the sourcing section of the entry kit for full details.

entry form

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Top Ten Tips from Judges for an Effective Entry

1. “Start with the executive summary before you try to write individual sections. Get your overall story really strong, crisp, clear, and inspiring. Don't try to write the rest of the entry until you've done that. Keep that summary in front of you and take anyone contributing to a section of the entry through it and make sure they're as clear as you are about the overall story!”
2. “**Concise written entries stand out.** They are not only refreshing -- they encourage high marks. Remember that the Euro Effies are about effective communication. Entries that are long on words and light on substance or impact will leave a juror with the impression that the campaign was, too.”
3. “Make sure the case tells a full story that is connected throughout, rather than a bunch of individual answers to questions. Your objectives should prove you overcame the challenge and be specific and measurable. Your results should tie directly back to the stated objectives. Overall, the case should be clear and concise.”
4. “**Clearly tie results back to your initial objectives.** When the results presented felt vague or disconnected from the case objectives, I found myself assuming that this was due to an absence of truly convincing positive metrics to be shared.”
5. “The entrants who build their cases from a place of **honesty, authenticity, and simplicity** vs. marketing jargon were really the strongest. I'd recommend that all entrants have someone who doesn't work in marketing read their entry to see if they can understand it. If they can, then it's probably good.”
6. “My biggest issue was that the videos seemed to gloss over the creative rather than showcasing it. Don't give me a video version of an over dramatized case. Showcase the creative and tell a rich, compelling story via your writing.”
7. “Tie together the story of **how your work drove the results** - the best cases did this seamlessly, the worst cases just threw the results out there as somehow a self-evident proof of the value of the work without explaining why or how.”
8. “Provide benchmarks, provide rationale for goals and illustrate how the work presented drove the results.”
9. “More charts and graphs vs. words. It's easier to see results visually than in a narrative form.”
10. “Check for grammar, typos, math and inconsistencies.”

For more tips and detailed guidance on four scoring sections, review the [Effective Entry Guide](#).

entry form

sourcing data

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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.

- Be as specific as possible in documenting all evidence; **provide sources of data, research involved and time period covered.** Because of Euro Effie's specific eligibility time period, it is crucial to **include the dates for all results** presented in your case.
- You are not required to follow a specific format for referencing sources, however, Euro Effie recommends using footnotes. In the online system, a "sourcing" box will be provided at the bottom of each scoring section to provide sourcing details – this allows you to provide your sourcing without being included in the word limit for each question. Alternatively, you may present sources in parenthesis next to each data point.
- Acceptable sources can be: advertiser data, agency research or third party research companies + include additional details (type of research, dates covered, etc.). **Use the specific name of the company to reference a source except when the source is an agency** (ad, media, or other). Because Euro 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**, as judges may think the agency listed is the entering agency and would then flag the case for disqualification. You may list "PR Agency Research," "Media Agency Research," "Agency Research," etc. However, you must still be as specific as possible about this source (time period covered, research involved, etc.)
- The Euro Effie Awards reserves the right to check all sources provided for accuracy.
- **Sourcing data is not limited to the results section. Ensure that all data in the entry form is correctly sourced.**



euro effie reminder: When citing data, do not list any agency names. Refer to this source as "Agency Research" and include any other relevant information (time period, type of research, etc.).

Adding Sources in the Online Entry Portal

We encourage entrants to use footnotes to provide sourcing information. At the bottom of each scoring section, a SOURCING box is provided to note all sources for that scoring section. 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, 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.

***If you have a lot of sources within a scoring section, it may be helpful to list the corresponding question before each source.*

entry form

formatting requirements

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- **Color may only be used in charts and graphs in the entry form.**
Logos (for the entering brand/client only), color, and pictorial elements may only be present in charts and graphs. All written answers must be in black font.
- **Do not include competitor logos or work.**
Competitor logos and creative work may not be included anywhere in your entry form or creative reel.
- **No screen grabs or other images of your creative elements in your entry form.**
These should go on your creative reel or the creative images for judging. Do not include any other graphics or pictorial elements in your written entry form (unless they are part of a chart/graph).
- **Answer all questions.**
If a question is not applicable, you must state this directly under the question. You may not leave any question blank.
- **Adhere to word limit rules.**
All questions have word limits. If you exceed the word limit, your entry will not move on to judging.
- **Creative Reel rules & time limits must be followed.**
Competitor logos and creative work may not be included anywhere in your entry form or creative reel. All entries into the Euro Effie competition have a 4-minute time limit for the creative reel (no minimum). Entrants must also follow all other creative reel rules as outlined in the entry kit (i.e. no results-including social metrics, keep the focus on the creative examples, no competitor logos/work).

 - **Exception:** Long-term Effectiveness entries have a 5-minute time limit for the creative reel and must follow the specific reel requirements as outlined in the Long-term Effectiveness **entry form**.

creative requirements

creative reel

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Content

The creative reel should showcase the creative that brought the big idea to life. **This is not a video of your written case.** It is a way to show the judges your creative work as it ran in the marketplace. **Judges are often frustrated when they are not provided with enough examples of the creative work and too much time is spent re-telling the story told in the written case study.** It is fine to include some set-up and explanation, but ensure this explanation does not interfere with the judge's ability to review enough examples of your creative work. Judges encourage spending no less than 70% of your creative reel on the actual 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's purpose is to showcase the creative work that your audience experienced. Judges encourage spending no less than 70% of your reel on examples of the creative work – the reel is not a video version of your written case.

You do not need to feature all items selected in the communications touchpoints checklist, only those integral to the case's success that are mentioned 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 be created with your answer to question 3 in mind.

- **Note:** There are special creative requirements for Long-term Effectiveness entries. See the **Long-term Effectiveness entry form** for details.

Create an Effective Reel: Focus on the Creative Work

The judges read your written case **before** watching the reel. They know your objectives, challenge, strategy, and results, so the focus of the reel should be on showing **examples of the work**. You do not need to spend a lot of time on other elements that were already stated in your written case. The purpose of the video is to show how you brought the idea to life and for judges to experience your creative work as your audience. **You may not include results of any kind (including social metrics) in your creative reel.**

creative requirements

creative reel

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Closure Statements

If you feel it is necessary, you may include a general statement, with no numbers stated directly or implied, to provide closure to the reel. This is not required or encouraged by Euro Effie; however, to prevent possible disqualification, the below guidelines are provided. Judges are advised that results in the video are a reason for disqualifications. **It is best not to include any reference to results so judges can remain focused on the merits of your case rather than potential disqualifiers.** Please review the following examples of acceptable and unacceptable 'closure' statements and other key rules to keep in mind when creating your reel.

 "Sales skyrocketed and the brand was doing better than ever."

 "Sales increased by 20%."

 "The brand had one of the best years yet."

 "We received over 10,000 likes in just 3 weeks."

 "We became #1 in our category."

Visually, you may not include any results – including social metrics or scrolling numbers that simulate growth.

creative requirements

creative reel

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Do Not Include

- Results of any kind – including numbers of social media likes, followers, etc.*
- Competitive work or logos
- Agency names, logos or images
 - If showing news/trade articles, be careful your agency name does not appear
- Any stock music/images that will cause confusion for judges with how your work ran in the marketplace.
- Any music/images that you do not have the rights to that did not run in front of your audience (any added music/imagery not original to your creative work must have rights secured)
- Editing effects that cause confusion with how the work ran in the marketplace
- Music over TV spots, videos, etc.

Must Include

- At least one complete example of each of the integral communications touchpoints mentioned in the written case (question 3)*
- Any and all types of integral creative work (vital print, radio, web, direct mail, OOH, etc.)
- If time allows, additional examples of specific creative materials

* 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.

Any video elements 60 seconds or shorter must be shown in full.

Editing Features

You can use editing features such as voiceover, text, etc., to better explain the work shown. When presenting your video, you may only use editing effects when it will not interfere with the judges' ability to discern how the work ran in the marketplace. For example, you cannot run a background music track behind your TV commercial as it plays on the video – the commercial must be shown as it aired in the marketplace. You can run music you have the rights to behind your print ads as they scroll by, since it will be clear that the print did not air in the marketplace with music.

If you are including non-English work, you must include translations either as subtitles or as an added page to your written entry form.

Editing Down Creative Elements for Time

You are required to show complete commercials - except where editing is necessary because of time (e.g., events, guerrilla marketing activities, sampling, branded content in TV or games, etc.). Commercials/video content longer than 60 seconds may also be edited for time, but only if this is necessary to include other creative elements. You cannot edit down creative work in order to include more backstory on your strategy, objectives, etc.

creative requirements

creative reel

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Stock music/images are allowed if you have the rights to use them. Stock music/images can only be used in ways that clearly delineate what was the work that ran in the marketplace. (Do not play stock music over a TV spot, as that is not how it ran in the marketplace. However, stock music, while not needed, can be played when showing print materials.

Reminder: The primary purpose of the reel is to show your work as it ran in the marketplace.

Long-term Effectiveness Submissions

Because of the 3+ year span of the Long-term Effectiveness category, submissions in this category may submit a 5-minute creative reel, rather than the 4-minute maximum for all other categories. Entrants should show the "how-when-where" you connected with your audience over time.

Creative reels for Long-term Effectiveness entries must:

- 👉 Feature work that ran in the **initial year** (initial year is either A) year case started or B) at least 3 years ago), **at least 1 interim years**, and the **most current year** (1/17 – 12/17) of the case.
- 👉 Clearly mark the **year the work ran** in the marketplace **before (or as) the work is shown** on the reel.

creative requirements

technical

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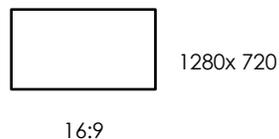
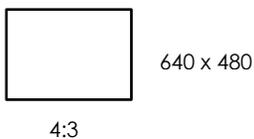
Guidelines

- Do not include results (including social media metrics), competitive work/logos, or agency names/logos anywhere on the video. Your file name should not include your agency name.
- Add subtitles or include written translation (added as the last page of your entry form) for all non-English creative materials.

Upload Your Creative Reel to the Online Entry Portal Using the Following Specifications:

- 1 video
- 4 minutes maximum
- 250 MB maximum
- Format MP4, MP2, AVI, MPG, MOV, WMV, FLV), encoded with DivX, H264, MPEG, or similar
 - Note:** Long-term Effectiveness cases may be up to 5 minutes in length. Review the [Sustained Success](#) section for additional creative reel requirements.

Video Resolution



creative requirements

images

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Images of Creative for Judging

(Required at time of entry in online Entry Portal)

- After the judges read your case and watch the creative reel, they look at 1-2 image examples 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.
- This is an opportunity to showcase your creative work that A) is better seen as a still image vs. video format B) draw further attention to key creative elements you wish to highlight. The media featured in these images must have also been featured on the reel or in your response to question 3.
- One of the top complaints from 2017 judges was that entrants were not maximizing the opportunity to showcase the work in these images.
- Upload 1-2 (1 required) examples of work featured on your 4-minute video that judges will benefit from also seeing as a still image (e.g. a website, print ad with extensive text, direct mail piece, etc.) or you would like to draw additional attention to. We do not recommend simply uploading a still of a video element.
 - **Technical Requirements:** .jpg/.jpeg or PDF format
- Do not include agency names or logos on any creative materials submitted for judging.

creative requirements

images

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Images for Publicity

(Required at time of entry in online Entry Portal)

- **Case Image.** This image should be an image that best represents your case. This image will be used in the print and digital editions of the **Euro Effie Booklet** and will be used for promotional purposes if your case is a finalist or winner. Because the case image will be printed, please upload high-res images only.
 - **Technical Requirements:** .jpg or .jpeg, high-res for printing, CMYK format
- **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.
- **Web-Ready Images of Your Work.** In order to better showcase your work on the **Case Study Database**, Euro Effie is asking for 2-3 web-ready images of your work. If your case is a finalist or winner, these images will be displayed in the case study database.

categories

faqs

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Product & Service Categories

There are 10 product and service categories to choose from. You may only enter one product/service category per effort.

Special Categories

The Special Categories are designed to address a specific business situation or challenge. There are 14 special categories, with focuses on audiences, business challenges, health, media and industry trends.

When entering these categories, you should present your entry in a way that addresses the situation or challenge as outlined in the category definition. It is critical to thoroughly review these category definitions to ensure your effort meets the criteria of the specific category definition. Judges will downscore your entry if you are missing information required by the category definition.

FAQs

• Can I enter one case into multiple categories?

Yes. You may enter a case into one Product/Service category and one special category or two special categories. You will need to complete a separate entry form and pay the entry fee for each additional category.

Each entry should be customized to speak to the specifics of each entered category whenever possible. Judges are often frustrated when an entry clearly wasn't tailored for the category they are reviewing.

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

• What category should I enter?

If you are unsure if your case falls under the definition of a certain category, or you aren't sure which category it should be entered in, please write a brief synopsis of the case and the questions you have and email them to Kasia Gluszak at kasia.gluszak@eaca.eu.

categories

faqs

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• Do I need to use a special entry form for my category?

There are three entry forms for the 2018 competition:

- **Main Entry Form**
- **Long-term Effectiveness Entry Form**
- **Positive Change: Environmental Entry Form**

• Do I need to include translations for my non-English materials?

Entrants submitting creative materials that are not in English are required to provide written translation either via subtitles, as an additional 1 page added to the end of the entry form, or both. Judges prefer subtitles to be provided on the 4-minute creative video. When providing written translation, make sure to list creative materials in the order they appear on the video as follows: (e.g. Medium: Print "Title" translation, "Title" translation; Medium: OOH "Title" translation, etc.)

• Can I re-enter past winning work?

You may re-enter past winning work within the following requirements:

- Past Gold Euro Effie winners can re-enter into a category in which they did not win Gold and can re-enter the same category where they won Gold after two years OR with a new creative strategy.
- Past Silver and Bronze Euro Effie winners can re-enter into any category.
- Past Gold Long-term Effectiveness winners can re-enter the same category after 3 years.
- Past David vs. Goliath winning brands (Gold/Silver/Bronze) are not eligible to enter the David vs. Goliath category in the subsequent year to their win.

categories

product & services category definitions

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- FMCG.** Packaged and frozen foods such as pasta, meat, fish or poultry, prepared convenience foods, dairy products & substitutes, bakery goods, cereals and other foods intended primarily for breakfast, fast food, family and other restaurants, snacks, desserts, confectionery, pet food, health drinks & non-alcoholic beverages, fruit.

Beer, wine, spirits, champagne, ready-to-drink beverages, liqueurs, cocktails

Cleaning products, waxes, detergents, floor-care products and services, fabric softeners, paper products, domestic services, mowers, fertilizers, lawn care services, petcare.

Cosmetics, skin care, hair and nail products, fragrances, and other personal care products such as deodorants, dyes and diapers.

- Consumer Goods.** Electronics, Furnishings, Tools and Appliances: Cameras, white goods i.e. fridges, washing machines, DIY tools, furniture, soft furnishings, audio or visual devices e.g. TVs, radios, DVDs, cameras, sound systems.

Fashion and Miscellaneous: Jewellery, fashion accessories, clothing, eyewear, hosiery, lingerie.

- General healthcare & OTC products.** Consumer health, well-being and beauty products and services that can be directly purchased by a consumer without physician involvement. Health insurance, dental and medical care services. Health education and disease awareness programmes for consumers.
- Automotive.** Cars, trucks, motorcycles, both brand and model advertising, accessories & car care, in car entertainment, services, wheels & tyres.

- Corporate Reputation.** Advertising to promote corporations, not necessarily their products or services. Employer branding.

- Retail.** Chain stores, supermarkets.

- IT/Telco.** Telephone products and services, cellular products and services, internet services, computers including desktop, portable, PDAs, modems, printers, monitors, software.

IS or Broadband solutions or provider, telco equipment, network hardware, mobile operator, mobile technology, phone cards.

IT training, equipment, network hardware, information security and data management systems.

- Services.** Business services, utilities, banking, credit, charge, insurance, loans, mortgage, mutual funds, travellers' cheques, advertising promoting overall image and capabilities of a financial institution.

Couriers, business-related goods & services such as consultants and professional services.

- Leisure & Entertainment.** Audio/video/DVD (pre-recorded); software; games; cinema and entertainment; books; music, radio or television programming; airlines; holidays; sea travel; boats; car rental; train; travel and tour operators; sports events, sports equipment; culture (arts); bike shares; greeting cards or other products that are intended for gift-giving or leisure activity.

- Products/Services Launch.** For a campaign which has achieved a highly successful product or service launch. The marketing communications must have been key to the success of the launch.

categories

special category definitions

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- **Media Innovation.** Changing the rules to maximise impact.

This case will showcase those who had the insight and creativity to change the way a particular media channel is consumed. The award will go to those 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 media channels we know and love, or have not yet met.

- **Brand Re-vitalisation.** For a campaign which has successfully proven re-vitalisation of a brand. The marketing communications must have been key to the success of the brand re-vitalisation.
- **Best demonstration of Integrated Effectiveness.** For a campaign which has applied an integrated approach to strategy and clearly shown how each element of the multi-media strategy was effective.
- **Small Budget.** For a campaign which has successfully proven effectiveness with the use of a budget under €5 million. The marketing communications must have been key to the success of the campaign.
- **Long-term Effectiveness.** A campaign which has run for a minimum of three years, with proof that the choice and use of marketing communications were key to the campaign's success.
Please ensure that you have data to support your campaign for a minimum of 3 years.

Failing to supply data from all 3 years or more will result in disqualification

- **David vs. Goliath.** This is an award for 1) smaller, new, or emerging brands making inroads against big, established leaders, or 2) established small brands taking on 'sleeping giants' or 3) companies that moved into a new product/service field with large, well-established competitors (however, your 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. You are required to define your competitive landscape, including the market difference between the David and Goliath to demonstrate why your brand was a David.

Judges will deduct from your case if you do not sufficiently prove that your brand is a David in the situation.

- **Brand Experience.** This category is not for efforts that focused on TV, radio or print ads to connect with an audience. It is meant to showcase how you can create a brand experience beyond traditional advertising.

Only work that truly brought a brand or product to life - either literally or virtually - and interacted with a specific audience to achieve desired objectives should be entered.

You may have re-invented the product demo, re-imagined the pop-up store, or led a bricks and mortar retail overhaul; you could have created a new game or interactive film experience that effectively showcases a new product or brand personality - it could have been anything. As long as you can prove it truly came alive and worked.

The winners of this award will be the work that shows how advertisers are reaching out to their audiences to establish meaningful relationships,

memorable, engaging experiences, and unique connections with their brands.

Entrants in the Brand Experience category must address how the brand experience related back to the overall brand strategy.

- **Government, Institutional & Recruitment.**

Municipal or state economic development, lotteries, utilities (i.e. electricity conservation messages), membership drives, educational institutions/organizations, armed forces marketing communications. Includes political messages and special interest/trade group communications.

- **Branded Content.** This category is for efforts that effectively reached their audience through the creation of original branded content that is not advertising. The award honours branded content led ideas that are the heart of the communications program.

Entrants must detail the content created, how it related back to the overall brand and business goals, how it was distributed to, and shared by, the audience, and the results it achieved for the brand and business. Branded content may be

produced and distributed by either publishers or independently.

- **Carpe Diem.** This category is looking for those brands that had the insight to know how and when to 'throw a stone into a pond' and maximize the ripple effect from that initial throw.

The cases entered into this category will show how to put a brand or product/service in an intensely bright spotlight to create immediate and measurable impact.

Winners will represent those who had the insight and creativity to craft those unexpected and unconventional moments for a brand. The best examples will see live experiences, moments, stunts, and tactics, online & off line, 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 real desired results as a direct outcome from a single significant moment of activity.

categories

positive change category definitions

in collaboration with the World Economic Forum

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Positive Change: Environmental

The Positive Change: Environmental category celebrates efforts that have measurably shifted audience behavior toward more environmentally sustainable choices, and/or grown demand for more sustainable products and services by incorporating environmentally-conscious messaging into their marketing communications.

Winners of this award showcase how effective marketing communications that incorporate sustainable strategies can make a positive difference for brands and for the environment.

Over and above the standard Euro Effie requirements to demonstrate a positive impact on business, there are specific areas of interest that relate to this award.

Efforts entered must have as one of their main strategic objectives changing audience behavior towards more environmentally sustainable choices and environmentally conscious messaging must be a part of the marketing communications.

Entrants should address how the sustainability goal relates back to the overall brand and business strategy.

Criterion for this award is the result of behavior change toward more environmentally sustainable choices, with these elements being considered in judging:

- **Awareness** – Making the audience aware of a sustainable product, service or action
- **Trial** – Trying the sustainable product or service for the first time.
- **Product / Service Substitution** – Switching to a more sustainable product or service
- **Change in Use** – Using a product/service more sustainably than before

Enter your case into one of the following categories:

Positive Change: Environmental – Brands

Recognizing brands with marketing programs that have measurably shifted audience (B2B or B2C) behavior toward more environmentally sustainable choices, and/or grown demand for more sustainable products and services by incorporating environmentally-conscious messaging into their marketing communications.

Positive Change: Environmental – Non-Profit

Recognizing non-profit organizations and associations with marketing programs that have measurably shifted audience (B2B or B2C) behavior toward more environmentally sustainable choices, grown demand for more sustainable products and services, and/or measurably drove positive impact for their cause by incorporating environmentally-conscious messaging into their marketing communications.

****A special entry form is required for the Positive Change: Environmental categories.***

Positive Change: Social

The Positive Change: Social 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.

Positive Change: Social – 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.

Positive Change: Social – 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.

If you have questions specific to the Positive Change categories, please email Kasia Gluszak (kasia.gluszak@eaca.eu).

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For any questions regarding the entry process, materials, categories, rules, judging, sponsorship opportunities, etc., please contact:

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