

# How to Craft an Effective Entry

2026 Effie Hellas Awards

**effie**

# Agenda

- 🏠 Introducing Effie
- 🏠 Key Details
- 🏠 Crafting Your Entry
- 🏠 Learning from the Winner | Guest Speaker
- 🏠 Question & Answer



## Our mission

**LEAD, INSPIRE & CHAMPION** THE  
PRACTICE AND PRACTITIONERS OF  
MARKETING EFFECTIVENESS GLOBALLY.



Everything we do is designed to help marketers and their brands succeed



A global benchmark of excellence, championing the outstanding achievements of marketers everywhere.



Inspiring excellence with applicable insights from Ideas That Work<sup>®</sup> and the people who make them.



Training to develop the tools, skills and knowledge marketers need to succeed at every stage of their career.



## We are the Global Benchmark of Effectiveness

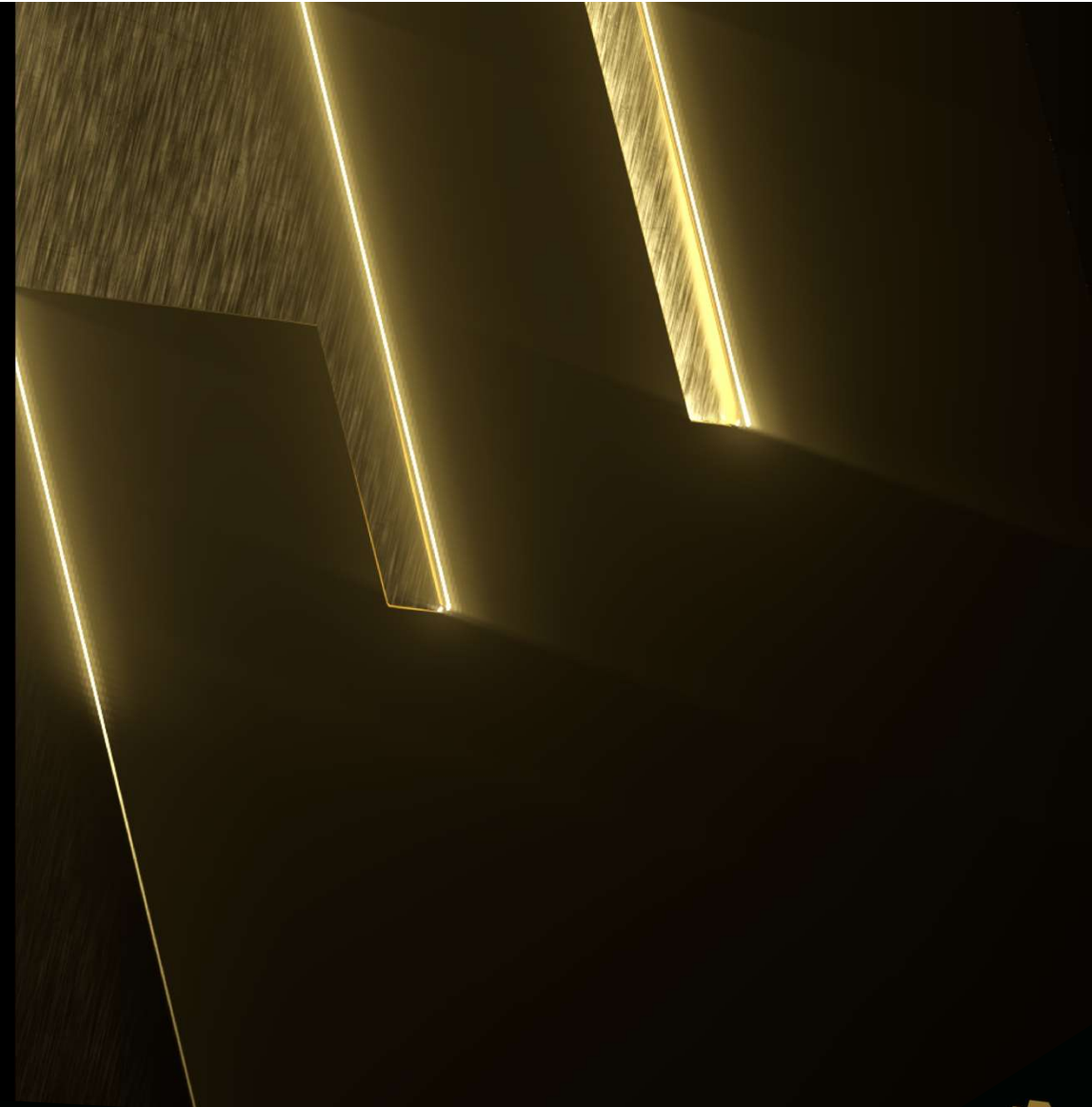


## A globally recognized symbol of outstanding achievement

Our awards are the culmination of everything we have stood for and strived for, over the past 55 years.

Rooted in our obsession with effectiveness and our unwavering belief that if it's not effective marketing, it isn't marketing at all.

We champion our industry at its finest and are proud to honor all types of effective marketing.



# Key Details

The practical information



Any company can enter  
All marketing activity is eligible



## Our competitions



### Local

Work ran in your local market, and you can show local market results



### Regional

Work ran in one or more markets, with results for each market



### Global Best of the Best

Won a Gold or Grand last year in a local or regional competition? Now linked to Index points....



### Global Multi Region

Biennial Competition  
Work ran in at least 4 markets and across 2 regions and can show results for each

[www.effie.org/partners](http://www.effie.org/partners)



# Scoring



## 1. Challenge, Context & Objectives

Diagnosis

**23.3%**



## 2. Insights & Strategy

Challenge to Solution

**23.3%**



## 3. Bringing the Strategy & Idea to Life

Strategy to Execution

**23.3%**



## 4. Results

Impact

**30%**



# The four pillars of the Effie framework



## 1. Challenge, Context & Objectives

Evaluate the business, category & competitors

Identify the core challenge and its scale

Set objectives:

Business, Marketing & Activity



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## 2. Insights & Strategy

Describe the key building blocks of your strategy:

Why you chose your audience

Your key insights and how they led to your idea



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## 3. Bringing the Strategy & Idea to Life

Describe the core elements of your activation:

Key creative components & channel plan

Rationale behind them and how they worked together

Optimization



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## 4. Results

Demonstrate how the activity impacted the business and met each objective.

Discount other factors



## One rigorous judging process

**At least 2 rounds of judging**

**Each round has an entirely new jury drawn from across the industry**

**Judges are matched with entries to avoid conflicts of interest**

**Judges collective scores determine winners**



## Categories

- 👉 **Industry Categories:** There are 14 industry categories to choose from.
- 👉 **Specialty Categories:** These are designed to address a specific business challenge, industry sector and marketing discipline.
  - 👉 For e.g. sustained success, commerce & shopper marketing, health & wellness, media, marketing innovation, positive change, and topical marketing.

Top Tip: Read the category definitions very carefully before choosing. Pick the one or ones that are most relevant to your case.



## We only award work that meets our benchmarks



There is no set percentage of cases to be awarded



A category can have zero or multiple winners



Each case is judged on its own merits



## Don't

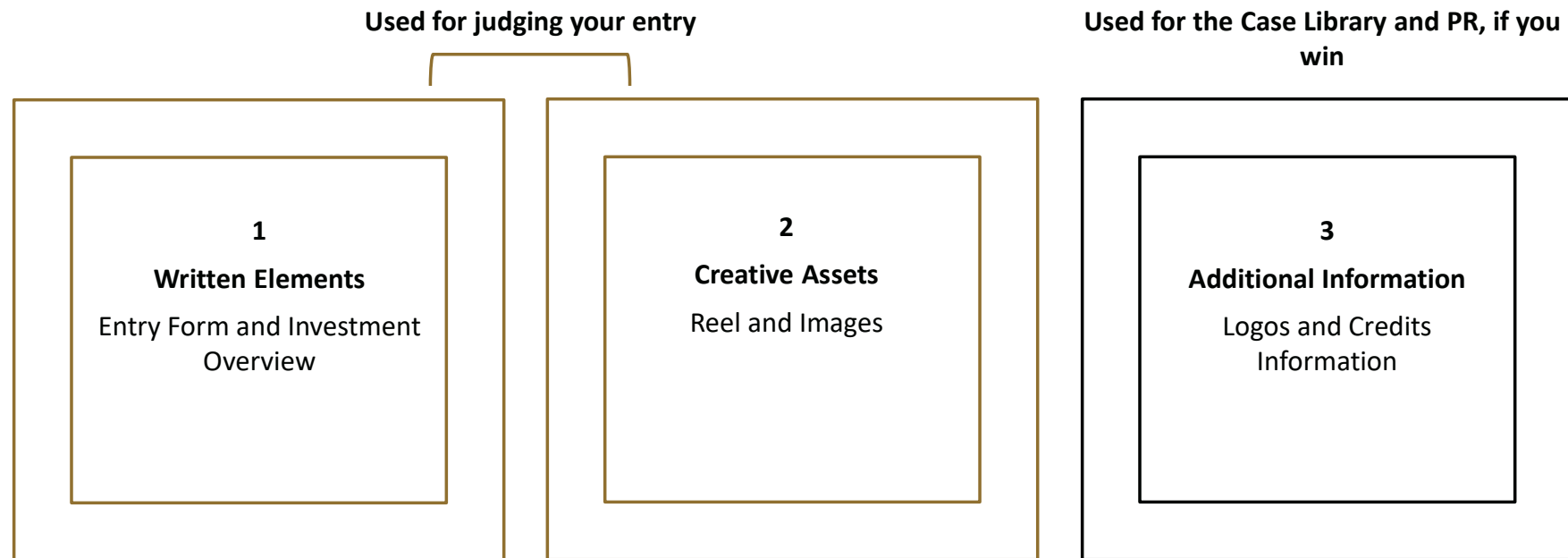
Choose a category that you think is unpopular

Ignore the category definition

Cut and paste the same entry across multiple categories



# Your submission



The United States program asks you to submit all 3 parts at the same time



## Avoiding confusion

Use the word doc template to draft your case

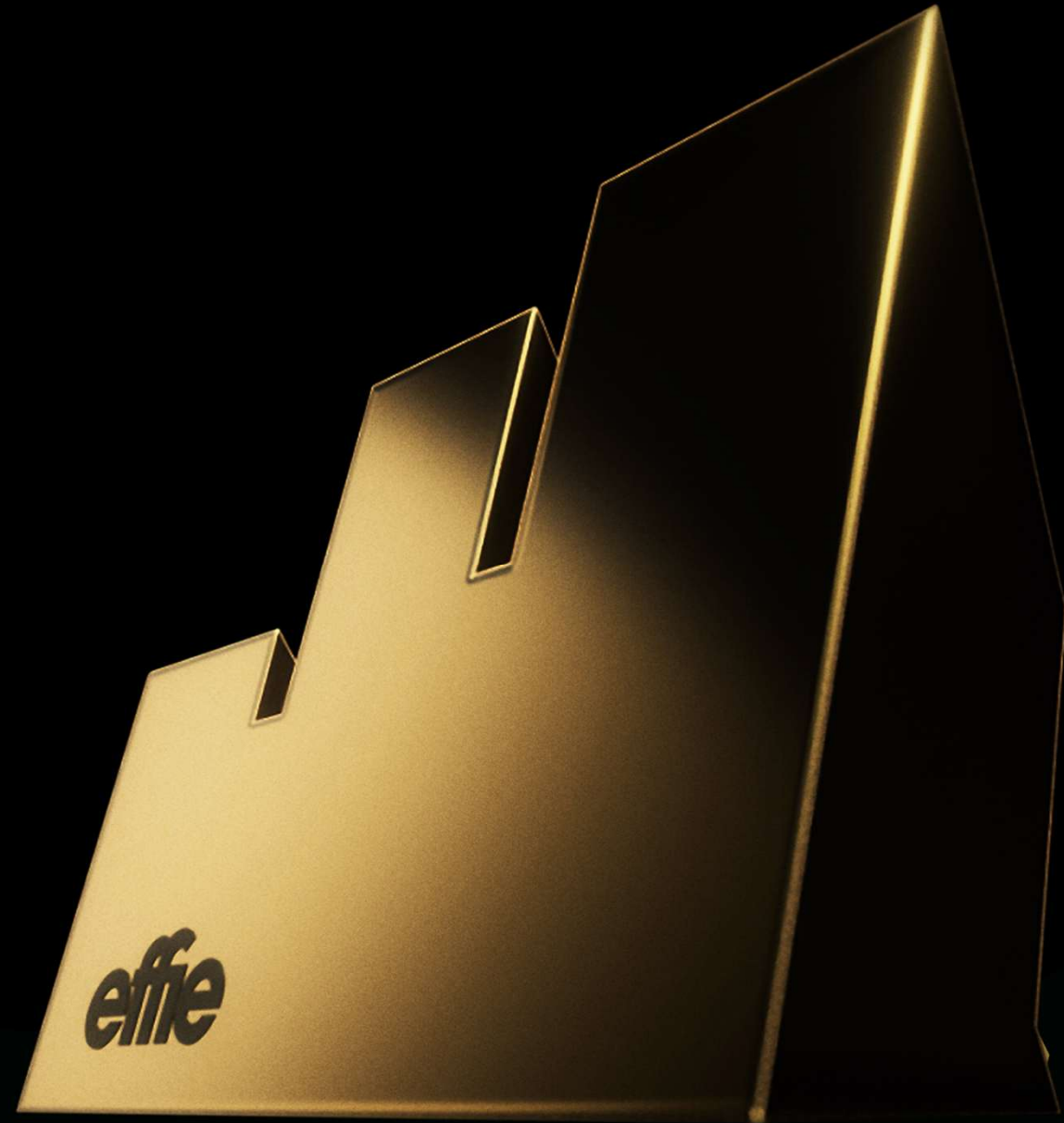
Keep our entry kit at your side

Have a look at some examples of winning cases

Don't leave the investment overview until the last minute



# Crafting Your Entry



The first pillar is more important than you think

Context is king

Scale your challenge and show how ambitious it is





Don't underestimate

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## THE POWER OF STORYTELLING





Start by summarizing  
your story across the  
framework



Weave your thread  
across the pillars



Avoid inconsistencies  
in writing style



## Keep it simple

1

**Avoid** hyperbole or  
jargon

2

Keep it **concise**

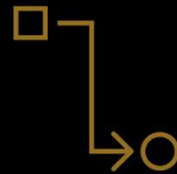
3

Use graphs to  
**illustrate**

4

**Explain**  
assumptions





## Cause & Effect

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**BRING STRONG EVIDENCE**

actively discounting other factors



## Things most likely to annoy a judge

### Context

missing category, brand,  
competitor info

### Post-rationalizing

it's more obvious  
than you think

### Insight

drowned in hyperbole  
or missing

### Failure

to acknowledge other factors  
impacting results



It may seem obvious but....



Accuracy **matters**.

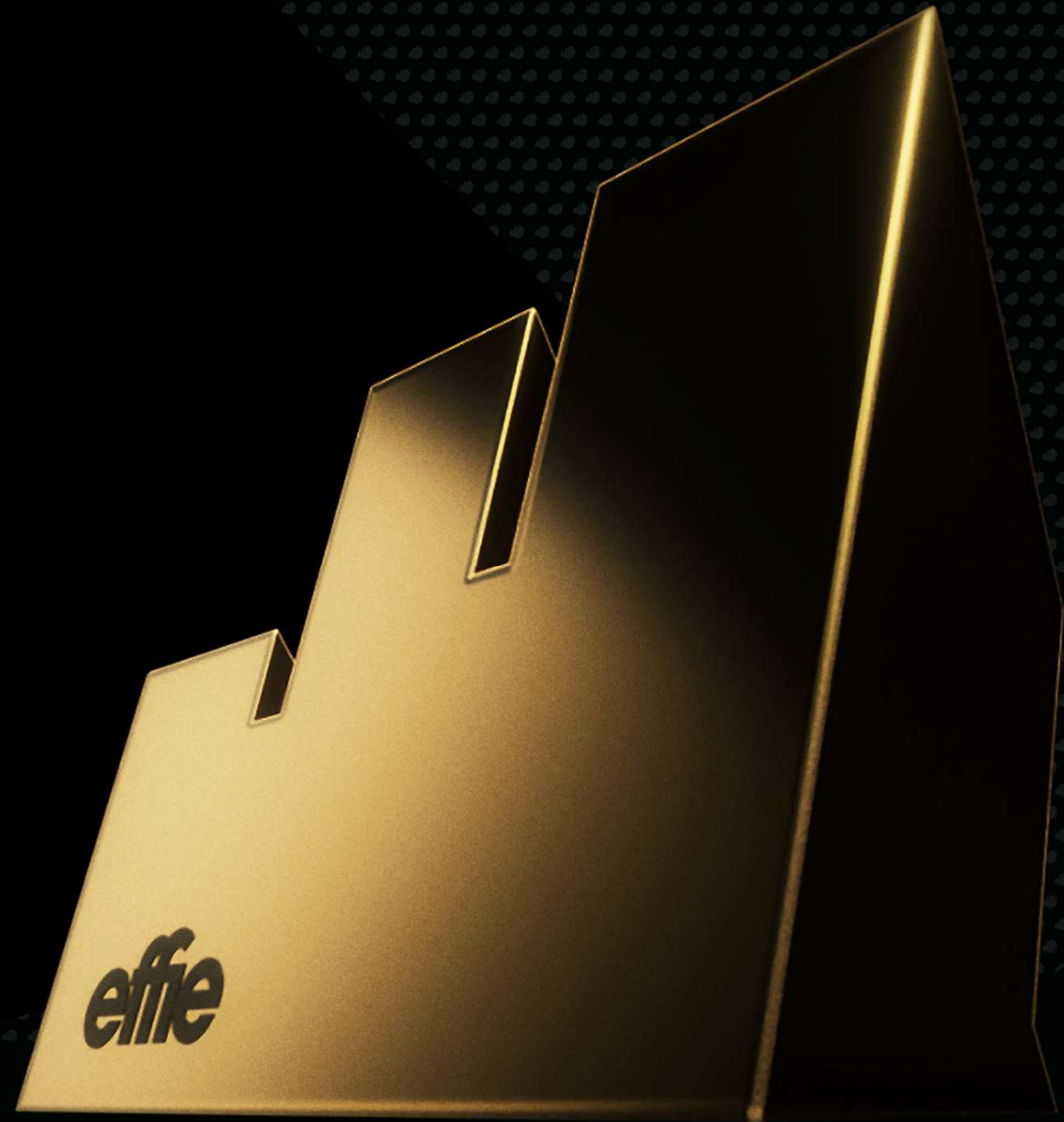
Check for grammar, typos, math, and inconsistencies.



# Learning from the winner

Over to you...

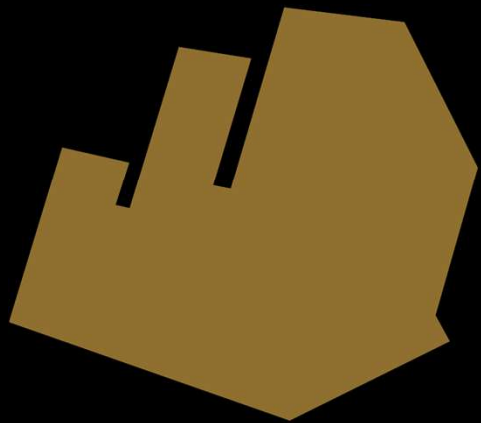
<https://effie.org/cases/>



## Key Details and Resources

- Deadlines & Fees:
  1. Until 15/3/2026 – 500€
  2. 16/3/26 – 30/4/26 - 600€
  3. 31/4/2026 – Final submission date - 700€
- Email [m.pritsiola@edee.gr](mailto:m.pritsiola@edee.gr) with any questions.
- Case Library - <https://effie.org/cases/>





Thank you

**effie**