



2020 Effective Entry Guide



SCORING

Judges are asked to evaluate specific criteria in scoring a case's overall effectiveness, and to provide separate scores analyzing specific attributes on the following:

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



The judges' scores determine which entries become finalists and which finalists are awarded a Gold, Silver or Bronze Effie. Each level – Gold, Silver, Bronze, finalist – has a minimum score required in order to be eligible for advancement. It is possible that a category may produce one, two, three or four winners of any level or perhaps no winners at all.

The Grand Effie trophy is awarded by a special jury that reviews the highest scoring gold winners of the year.

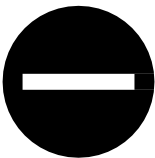
JUDGING PROCESS



Judges review 7 - 10 entries in a half-day session. Clear, concise, and cohesive entries stand out. Tell a story, linking each section of the entry form to the next. As you write, think about how you can streamline your case into an easy read for the judges.



Judges will be looking at your case with a critical eye. Think through questions they may have and address them in your case.



Judges are matched with cases that do not prove to be conflicts of interest – judges cannot score cases from a brand they work on or a competitor of that brand. It is important to provide clear context for the brand's industry, as judges may not be aware of category nuances. Limit industry jargon & define any industry terms.

Two Phases of Judging

Round One	Final Round
Each judge reviews a unique mix of cases across a range of categories.	Finalists are reviewed against other finalists in the same category.
Discussion is limited to overall trends & industry issues.	Judges discuss the merits of each finalist case.
Both Rounds	
The written case is reviewed before the creative work.	
Judges score each case individually.	

TOP ENTRY TIPS

1

“Start with the executive summary before you try to write individual sections. Get your overall story really strong, crisp, clear, and inspiring.”

2

“Be sure to provide context; most judges don’t know your category or what success looks like.”

3

“Concise written entries stand out. They are not only refreshing - they encourage high marks.”

4

“The entrants who build their cases from a place of honesty, authenticity, and simplicity vs. marketing jargon were really the strongest.”

5

“Ensure that the ‘insights’ somehow tie to a human behavior. A data point is not an insight, it’s what the data point means to your brand, target or audience that makes it an insight.”

6

“Remember that communications strategies include both creative and media strategies - not just tactics.”

7

“Make sure your creative reel doesn’t just reiterate what you said in your entry. Use it to complement that information.”

8

“Connect results to objectives very clearly. Don’t try to fake it and write objectives to meet existing results. We can tell and will ding you for it.”

9

“Advertising principles should apply to case studies too: write them in a way that engages judges, focus on how your campaign helped achieve your brand’s objectives and don’t over-complicate it. Less is more!”

10

“Check for grammar, typos, math, and inconsistencies.”

TOP ENTRY TIPS

BEFORE SUBMITTING YOUR ENTRY...

- 👉 Ask a strong writer or editor to review your case for spelling, grammar, logic flow errors, mathematical miscalculations, etc.
- 👉 Review the entry to ensure it speaks to the entered Effie category.
- 👉 Share the case with someone who doesn't work on the brand, or even in the industry. If the case makes sense to someone who doesn't work in marketing, it is probably a good case.
- 👉 Have senior team members on both the client and agency side review the case to ensure it is well-rounded in context and personality.
- 👉 Think about what the judges may be skeptical of & address it.
- 👉 Review formatting requirements & reasons for disqualification.
- 👉 Ensure all data throughout the entry includes a specific, verifiable source.

JUDGE ADVICE: "Write your entry not for a member of your team but for someone who knows absolutely nothing about your category, client, or client's business problems. Take special care to answer all questions (and sub-bullets therein), as they were designed to be answered in that manner for a reason."



TOP ENTRY TIPS

ENTERING MULTIPLE CATEGORIES

Review the definition of the category you are entering to ensure your case is eligible. Some categories require specific information to be included in your entry, and judges will deduct points if this information is not included.

Entrants can submit an effort into a maximum of 4 categories, with no more than 1 product/service category or 3 Specialty categories.

When entering multiple categories, ensure each submission speaks to the entered category. Judges evaluate effectiveness within the context of the category definition, so it is important that you clearly articulate your effectiveness in that category.

JUDGE ADVICE: “Craft your entry per category, instead of creating one case that fits all.”



ENTRY GUIDANCE

Challenge, Context
& Objectives

Questions 1A-1C

23.3%

Insights &
Strategic Idea

Questions 2A-2B

23.3%

Bringing the Idea
to Life

Question 3

23.3%

Results

Question 4A-AB

30%

SCORING SECTION 1:

CHALLENGE, CONTEXT & OBJECTIVES

Questions 1A-1C

This scoring section is the glue that shapes the other elements of the case. Elements are assessed for both suitability and ambitiousness within the framework of the strategic communications challenge.

Keep in mind that judges are looking for:

- 👉 Context that clearly frames the situation and the category, especially what success looks like in that particular category.
- 👉 Clear objectives & KPIs that relate to the business challenge, and are not retrofitted to match the results of the case.
- 👉 Explanation of the significance of the objectives.
- 👉 The challenges of the marketing goal(s) in relation to the category/industry.
- 👉 Who the target audience is (attitudes, behaviors, culture, etc.), and why.

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 and how profound the results were.

JUDGE ADVICE: “Telling me what your objectives were, and more importantly telling me why those objectives matter, is the difference between passing through Round One and not.”



SCORING SECTION 1:

CHALLENGE, CONTEXT & OBJECTIVES

Questions 1A-1C

JUDGE ADVICE

“The best cases clearly articulated the challenge for the brand, the category and competitive landscape, and what the overall goals were. They also had KPIs that aligned well to that challenge that were clearly not retro-fitted to the resulting outcome.”

“Provide context, including the significance of the business problem, goals, objectives and of course the results. It’s hard for judges to tell if a 0.3% lift is a good, or great, for your category or the given size of your business.”

“You shouldn't have 10+ objectives just because you have 10+ data points you want to share in the results section. It's clear when cases are trying to share every positive number they have, rather than focusing on what's most important to the campaign goals.”

SCORING SECTION 2: INSIGHTS & STRATEGIC IDEA

Questions 2A-2B

Judges evaluate how inventive and effective the Idea and Strategy were in meeting the communications challenge.

Keep in mind that judges are looking for:

- 👉 Insights. State your insights and explain how you came to them.
- 👉 An understanding of why these insights are uniquely positioned to address your challenge.
- 👉 An explanation on how the insight informed the strategic idea, brought to life the creative execution and ultimately, the results.
- 👉 The strategic idea that drove the effort and led to a solution. *This is not your tagline – it is the core idea that drove your effort and led to your results.*

JUDGE ADVICE: “The **idea** needs to tie directly back to the consumer insight and not be the tactical execution that was deployed. The idea needs to be **crisp**, but also tell the judge enough detail so that it is **easy to understand** how the team arrived at this idea and why it is **meaningful** to the brand and campaign.”



SCORING SECTION 2: **INSIGHTS & STRATEGIC IDEA**

Questions 2A-2B

JUDGE ADVICE

“Insights need to feel new and different, with a sense of tension and actionability. The idea needs to take the insight and activate it in an interesting, compelling and useful way. And, most importantly, in a way that helps achieve your stated objectives.”

“The idea is the pivot which turns the smart analysis of the problem into a unique solution that none of our competitors could emulate. Too many idea statements were generic and displayed no deep consumer understanding.”

“Really bring your insight to life. How did you find it? Why is it an insight and not just a piece of information about your target or your challenge? How does that insight relate to what else is happening in the category, or what is happening with the consumer? How is your brand uniquely positioned to take advantage of that insight?”

SCORING SECTION 3: BRINGING THE IDEA TO LIFE

Question 3 + Creative Work + Investment Overview

In this section, entrants should articulate the communications strategies and how the idea was brought to life. Ensure your response details the ‘why’ behind your choices.

Keep in mind that judges are looking for:

- 👉 A communications strategy that includes both the creative and media strategies – not just tactics.
- 👉 The direct connection between the communications strategy and the objectives and insights.
- 👉 The importance of each media/communication channel used for the case, and how each was used – why were these right for your audience and idea? Why did you choose these over others?
- 👉 A clear depiction of how the campaign was executed in the public marketplace. Was there a ‘path’ consumers were meant to go on, and what was it?
- 👉 The evolution of your communications over time. Did they change and how?

Investment Overview:

- 👉 Entrants will provide details on owned/earned/paid media, sponsorships, and communications touchpoints in the Investment Overview.

JUDGE ADVICE: “Integrate the media strategy and show how it links to the full execution as well as, potentially, how it evolved with the campaign.”



SCORING SECTION 3: BRINGING THE IDEA TO LIFE – CREATIVE REEL

Question 3 + Investment Overview + Creative Work

The creative reel is your place to show examples of your work – not repeat the written case.

Judges are required to review the written case before watching the creative reel – use the creative reel to showcase your creative work & complement your response to Question 3.

No results may be included in the creative reel.

Keep in mind that judges are looking for:

- 👉 At least one complete example of each integral touchpoint.
- 👉 The strategic idea in action – how it was brought to life.

JUDGE ADVICE: “The creative reel should showcase all of the work that I’ve just read about and want to see.”



SCORING SECTION 3: BRINGING THE IDEA TO LIFE

Question 3 + Creative Work + Investment Overview

JUDGE ADVICE

“Too many people focused only on the creative execution. Talk about how you reached your audience in effective ways in the same breadth and depth that you talk about the creative idea.”

“With so many channels available to marketers now, part of the challenge is conveying how you achieved reach across them. How and why did you place importance on some over others?”

“Keep the storytelling and results out of the creative reel, and highlight the creative, especially the different executions. The more different types of creative shown, the better. I took the judging seriously and read through the PDF carefully, so there was no need to duplicate the story - what I was missing was how everything was brought to life.”

“Be sure the written case and video complement each other and do not repeat each other. It isn't about the quality of the video itself but more about the content.”

SCORING SECTION 4: RESULTS

Questions 4A–4B

Judges are looking for direct correlations between the objectives and the results of a case.

- 👉 Explain how the results impacted the brand and the brand's business.
- 👉 Make a compelling argument around why the communications led to the results achieved.
- 👉 Provide context with historical data, industry benchmarks, competitors, etc.
- 👉 If you achieved additional results, explain what they were and why they are significant.
- 👉 Eliminate or attribute other factors that could have contributed to your success.
- 👉 When key metrics are withheld without explanation, judges may assume it is because the results were weak.

JUDGE ADVICE: “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.”



SCORING SECTION 4: RESULTS

Questions 4A–4B

Judges take into account the environment in which each case exists. **It is important to include category and year-over-year 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 may be more difficult to achieve than a large percentage change in another category. Explain your situation to the judges.

Charts and graphs are useful tools to present your data clearly. If needed for confidential reasons, 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 & meaningful ways to present the significance of the results you cannot share. For example, the results achieved were the equivalent of opening up a new 200,000 square foot store in the region.

SCORING SECTION 4:

RESULTS

Questions 4A-4B

JUDGE ADVICE

“Make sure you provide context. If you show results, help the judges understand if the results are good and why. Explain what the numbers mean.”

“There was a significant amount of obvious hyperbole and loose connection to strategic goals. Entrants should focus on using the results to tie up their story in a neat bow.”

“Think through the logic flow of your entry to ensure that everything leads the judges to the right KPIs and results.”

“Don't fudge the results. Your peers will know. Honesty is more effective. We have all had wins and we have all had fails. Every campaign does not need to be perfect.”

“Admit more and provide real-world context: give credit to things like economic trends in addition to your campaign. You'll gain credibility by being honest about all the factors that created success.”

EFFIE HELLAS AWARDS 2020

KEY DATES

Eligibility

Run in Greece between 1st March 2018 and 31st May 2020

Call for Entries

Early Bird Submissions	until 31/7/2020	400€ <i>excl. VAT</i>
On time Submissions	from 1/8/2020 to 10/9/2020	500€ <i>excl. VAT</i>
Final Deadline Submissions	from 11/9/2016 to 1/10/2020	600€ <i>excl. VAT</i>

Judging

October 2020	Round One (Shortlist)
November 2020	Final Round (Awards)
December 2020	Grand Effie

Awards Ceremony

December 2020

CATEGORIES

PRODUCT & SERVICE CAMPAIGNS

1. Αλκοολούχα Ποτά
2. Μη Αλκοολούχα Ποτά
3. Τρόφιμα / Γαλακτοκομικά
4. Γλυκίσματα / Σνακς
5. Φαρμακευτικά Προϊόντα / Προϊόντα και Υπηρεσίες Προσωπικής Φροντίδας & Υγιεινής / Άλλα Προσωπικά Είδη
6. Εξοπλισμός & Προϊόντα Σπιτιού
7. Οχήματα / Αντιπροσωπείες / Αξεσουάρ
8. Τηλεπικοινωνίες / Τεχνολογία / Άλλα Αναλώσιμα
9. Τραπεζικά / Ασφαλιστικά και Χρηματοοικονομικά Προϊόντα / Υπηρεσίες
10. Τουρισμός / Ταξίδια / Αναψυχή
11. Ενέργεια / Πετρελαιοειδή
12. Τυχερά Παιχνίδια
13. Μέσα Ενημέρωσης / Εκδόσεις / Δημόσιο / Εκπαίδευση / Συγκοινωνίες και Σχετικές Υπηρεσίες
14. Λιαν εμπόριο / Διανομή / Καταστήματα / Ηλεκτρονικά Καταστήματα

SPECIAL CATEGORIES

- | | |
|-----------------------------|--|
| 1. Social Good / Brands | 7. Corporate <i>Incl. Covid-19 Campaigns</i> |
| 2. Social Good / Non Profit | 8. Business to Business |
| 3. Seasonal Marketing | 9. Branded Content |
| 4. Youth Marketing | 10. Media Idea |
| 5. Δαβίδ vs Γολιάθ | 11. Brand Experience |
| 6. Low Budget | 12. Sustained Success <i>NEW</i> |

ENTERING MULTIPLE CATEGORIES

Review the definition of the category you are entering to ensure your case is eligible

- Some categories require specific information to be included in your entry, and judges will deduct points if this information is not included

Efforts can be entered into a maximum of four categories

- Of those four categories, only one category submission may be a product/service category
- You are not required to enter a product/service category, however you must adhere to a maximum 4 category rule per effort
- You will need to submit a separate entry and pay a separate entry fee for each category submission for an entry

When entering multiple categories, ensure each submission speaks to the entered category

- Judges evaluate effectiveness within the context of the category definition, so it is important that you clearly articulate your effectiveness in that category

JUDGING INSIGHTS

Judges review 10 - 15 cases on a full day session

- **As you write, think about how you can streamline your case into an easy read for the judges**
 - Judges recommend writing an executive summary first to identify the key arguments and evidence in your case before sitting down to write the full entry
- **Clear, concise, and cohesive entries are the most impactful**
- **Context is king - a clear set up in the context and objectives sets an entry up for success**
 - Judges cannot score cases from a brand they've worked on or a competitor of that brand. It is important to **set the scene** for what is happening in the category as judges may not be aware of specific nuances
 - **Limit industry jargon** & define any industry terms, get a peer (who did not work on your initiative) to read your draft and check it doesn't require inside knowledge to understand

JUDGING INSIGHTS

- **Tell an engaging story, linking each section of the entry form to the next, judges look for a consistent red thread**
- **Write with honesty, authenticity and simplicity, imagine you are writing for your peers**
- **Demonstrate how your work made a difference and link your results back to your objectives**
- **Proofread your case carefully**

THE CREATIVE REEL

The creative reel is your place to show examples of your work – not repeat the written case.

Judges are required to review the written case before watching the creative reel – use the creative reel to showcase your creative assets & complement your response to Section 3. There are no extra points for slick production values – keep it simple.

No results may be included in the creative reel.

Keep in mind that judges are looking for:

- At least one complete example of each integral touchpoint
- The strategic idea in action – how it was brought to life

JUDGE ADVICE: “The creative reel should showcase all of the work that I've just read about and want to see. I would rather see the different executions over hearing setup.”

5 DAMAGING MISTAKES

No matter how brilliantly effective your campaign was, there are a consistent errors we see year after year that prevent entries rising to the top and winning an award

1. LACK OF CONTENT

Providing no overview of the specific situation the brand was in to help judges understand how challenging and ambitious the objectives were and thus how impressive the results are.

Tips

- Explain what the numbers mean!
- Do not underestimate the importance of benchmarks - and providing reasons for those benchmarks. For instance, a 4-week period out of a year is not helpful unless you explain why you used that 4 week period - it just looks like you are manipulating your story.
- Include the significance of the business problem, goals and objectives. It's hard for judges to tell if a 0.3% uplift is 'good' or 'great' for your category or the given size of your business without this

5 DAMAGING MISTAKES

2. POORLY DEFINED OBJECTIVES AND KPI'S

Not linking the objectives clearly to the business challenge and failing to provide compelling measures of effectiveness will significantly lower your scores in at least 2 of the pillars.

Tips

- Focus in on ensuring you have the correct challenge and objectives identified and clearly state how you will measure those
- Some of the cases used very soft measurements for results like CTR or visits to sites. These measures are a start but should not be the ultimate goal
- Many could benefit from more extensive measurement before, during and after campaigns to show the net change in perceptions or behaviors. Too many squishy KPIs.

5 DAMAGING MISTAKES

3. FAILING TO COMMUNICATE THE CORE INSIGHT AND STRATEGIC IDEA

Many cases are let down by citing facts and data as if they were insights. Other fall into the trap of not defining the core insight that led to the development of the strategic idea.

Tips

- Ensure that the insights somehow tie to a human behavior. A data point is not an insight, it's what that data point means to your brand, target or audience that makes it an insight.
- The idea is the pivot which turns the smart analysis of the problem into a unique solution that none of your competitors could emulate. Too many idea statements were generic and displayed no deep consumer understanding.
- Why should your brand own a truth is very different than simply identifying a truth exists.

5 DAMAGING MISTAKES

4. POOR STORYTELLING

Two common mistakes are made here. Many cases have no logical narrative flow making it difficult to follow, whilst others are long-winded or very dry leaving judges feeling underwhelmed.

Tips

- Well-written entries stand out. They are not only refreshing -- they encourage high marks. Remember that the Effies are about effective communication. Entries that are long on words and light on impact will leave a juror with the impression that the campaign was, too.
- Think through the logic flow of your entry to ensure everything leads the judges to the right KPIs and results.
- Storytelling is important. The person with the most heart for the campaign needs to be involved in the writing of the case study. Case studies that are too dry kill great results.

5 DAMAGING MISTAKES

5. RESULTS NOT TYING BACK TO OBJECTIVES

A case that doesn't refer back to the objectives outlined in the context will not score highly in the results pillar. Remember that the percentage of marks awarded here is bigger than in the other 3 pillars, so it pays to make sure you do this.

Tips

- There was a significant amount of obvious hyperbole and loose connection to strategic goals. Entrants should focus on using the results to tie up their story in a neat bow.
- 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.

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