

# Effie Hellas 2026 | Κατηγορίες

Το **ίδιο έργο** μπορεί να συμμετάσχει **μέχρι και 4 φορές**, με μέχρι μια φορά στις κατηγορίες Προϊόντων & Υπηρεσιών (Industry Categories) και με μέχρι και δύο φορές στην κατηγορία Shopper & Commerce. Για κάθε υποβολή θα πρέπει να κατατεθεί διαφορετική φόρμα αποτελεσματικότητας.

## Industry Categories

### 1. Αλκοολούχα Ποτά

Ενδεικτικά περιλαμβάνονται: αλκοολούχα ποτά, μπίρες, κρασιά, τσιγάρα, είδη καπνιστού κ.ά.

### 2. Μη Αλκοολούχα Ποτά

Ενδεικτικά περιλαμβάνονται: χυμοί, αναψυκτικά, εμφιαλωμένα νερά, ροφήματα ζεστά ή κρύα, καφές κάθε τύπου, τσάι κάθε τύπου κ.ά.

### 3. Τρόφιμα / Γαλακτοκομικά

Ενδεικτικά περιλαμβάνονται: λάδια, βούτυρα, μαργαρίνες, αλλαντικά, σάλτσες, μαγιονέζες, ζυμαρικά, ψωμιά, αρτοσκευάσματα, κονσέρβες, κατεψυγμένα τρόφιμα, έτοιμα φαγητά, γαλακτοκομικά και τυροκομικά προϊόντα, γιαούρτια, ζωτροφές.

### 4. Γλυκίσματα / Σνακς

Ενδεικτικά περιλαμβάνονται: μπισκότα, σοκολατοειδή, τούρτες, γλυκίσματα, καραμέλες, τσίχλες, κάθε είδους σνακ, κρουασάν, πατατάκια, παγωτά.

### 5. Φαρμακευτικά Προϊόντα / Προϊόντα και Υπηρεσίες Προσωπικής Φροντίδας & Υγιεινής / Άλλα Προσωπικά Είδη

Ενδεικτικά περιλαμβάνονται: αναλγητικά, αντιβιοτικά, βιταμινούχα σκευάσματα, φυτικές ίνες, καραμέλες λαιμού, έμπλαστρα, τεστ εγκυμοσύνης, άλλα προϊόντα φαρμακείου, καλλυντικά, αρώματα, σαμπουάν και κρέμες μαλλιών, βαφές μαλλιών, προϊόντα για την περιποίηση του σώματος, σερβιέτες, παιδικές πάνες, χαρτομάντιλα, χαρτί υγιείας, σαπούνι κάθε τύπου, οδοντόκρεμες, κέντρα αδυνατίσματος, διαιτητικά γεύματα, ρούχα, υποδήματα, αθλητικά είδη, οπτικά είδη, δερμάτινα είδη, ρολόγια, κοσμήματα κ.ά.

### 6. Εξοπλισμός & Προϊόντα Σπιτιού

Ενδεικτικά περιλαμβάνονται: καθαριστικά, απορρυπαντικά, αρώματα χώρου, εντομοαπωθητικά, λιπάσματα, χαρτί κουζίνας, λευκά είδη, χαλιά, υφάσματα επιπλώσεων, μικροσυσκευές, λευκές συσκευές, συσκευές ήχου και εικόνας, ηλεκτρικά είδη, διακοσμητικά, κλιματιστικά, φωτιστικά κ.ά.

### 7. Οχήματα / Αντιπροσωπίες / Αξεσουάρ

Ενδεικτικά περιλαμβάνονται: αυτοκίνητα, μοτοσυκλέτες, κάθε είδους μηχανήματα, σκάφη, μηχανές σκαφών, σχετικά αξεσουάρ κ.ά.

### 8. Τηλεπικοινωνίες / Τεχνολογία / Άλλα Αναλώσιμα

Ενδεικτικά περιλαμβάνονται: υπηρεσίες και συσκευές σταθερής και κινητής τηλεφωνίας, υπολογιστές, περιφερειακά και software, συστήματα ασφαλείας κ.ά.

**9. Τραπεζικά / Ασφαλιστικά και Χρηματοοικονομικά Προϊόντα / Υπηρεσίες**

Ενδεικτικά περιλαμβάνονται: τράπεζες και τραπεζικά προϊόντα/υπηρεσίες, πιστωτικές κάρτες, ασφαλιστικές εταιρίες και ασφαλιστικά προϊόντα/υπηρεσίες κ.ά

**10. Τουρισμός / Ταξίδια / Αναψυχή**

Ενδεικτικά περιλαμβάνονται: ταξίδια αναψυχής, ταξιδιωτικοί προορισμοί, ταξιδιωτικά πρακτορεία, ξενοδοχεία, εταιρίες ενοικίασης αυτοκινήτων, αεροπορικές και ναυτιλιακές εταιρίες, αθλητικές εκδηλώσεις, καλλιτεχνικά δρώμενα κ.α

**11. Ενέργεια / Πετρελαιοειδή**

Ενδεικτικά περιλαμβάνονται: ενέργεια, ύδρευση, πετρελαιοειδή, βενζίνες, καύσιμα, λιπαντικά, πρατήρια καυσίμων και σχετικά προϊόντα και υπηρεσίες κ.ά

**12. Τυχερά Παιχνίδια**

Ενδεικτικά περιλαμβάνονται: λαχεία, τυχερά παιχνίδια, online betting εταιρίες κ.ά

**13. Μέσα Ενημέρωσης / Εκδόσεις / Δημόσιο / Εκπαίδευση / Συγκοινωνίες και Σχετικές Υπηρεσίες**

Ενδεικτικά περιλαμβάνονται: υπηρεσίες οδικής βοήθειας, σχολές και προγράμματα σπουδών, εφημερίδες, περιοδικά, ραδιοφωνικοί και τηλεοπτικοί σταθμοί, ενημερωτικές εκστρατείες δημόσιων οργανισμών, μέσα μαζικής μεταφοράς, εκπαιδευτικοί οργανισμοί κ.ά

**14. Λιανεμπόριο / Διανομή / Καταστήματα / Ηλεκτρονικά Καταστήματα**

Ενδεικτικά περιλαμβάνονται: καταστήματα τροφίμων, ένδυσης και υπόδησης, σταθερής και κινητής τηλεφωνίας, καταστήματα ηλεκτρικών συσκευών, αλυσίδες franchise, καταστήματα επίπλων, εμπορικά κέντρα, ηλεκτρονικά καταστήματα (e-commerce) κ.ά

## Specialty Categories

Σε όλες τις ειδικές κατηγορίες (Specialty Categories), με στόχο την καλύτερη κατανόηση τους, έχουμε κρατήσει τις περιγραφές στα αγγλικά, όπως τις δίνουν τα Global Effie.

### 1. Precision Marketing *\*Updated*

#### **Business to Business**

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

#### **Youth Marketing**

This category will honor those efforts that successfully communicate to teens or young adults. Your entry should be written in a way that identifies how the case was created and specifically directed to this audience and how it succeeded. Identify any elements in the creative work or strategy that are specifically directed to the youth market and any relevant dynamics and/or nuances, trends, values, linguistic characteristics, and their significance with respect to your submission. Judges may not be familiar with this particular audience, so showcase details that may be overlooked.

### 2. Brand Content, Entertainment & Experiential Marketing

As with all Effie categories, you can enter whether your work brought the brand to life as the entire marketing effort or as part of the larger marketing program. If the content was part of a larger campaign, demonstrate the contribution of the content as part of that campaign.

#### **Experiential Marketing - Live & Digital**

This category is to showcase brand experiences beyond traditional advertising – work that truly brought a brand or product to life and interacted with a specific audience to achieve desired objectives should be entered. It may include a re-invented product demo, re-imagined pop-up, or a “brick and mortar” retail overhaul; it may have created a new game, an alternate or virtual reality experience, or an interactive/immersive film experience that effectively showcases a new product or brand personality. Award winners will show how the brand is reaching out to their audiences to establish meaningful relationships, memorable, engaging experiences, and unique connections.

Entrants must address how the experiential marketing related back to the overall brand strategy. Judges will expect to understand the ‘participation’ in the experience as a core factor.

#### **Brand Content & Entertainment**

This category recognizes efforts that successfully engaged audiences through original branded content that goes beyond traditional advertising. The focus should be on content created to be actively sought out and consumed by the audience for its entertainment or informative value. Entries must detail the content itself, its alignment with brand and business objectives, the distribution and audience engagement strategy, and the measurable impact on the brand and business. Branded content may be produced and distributed by publishers or independently and can include long-form entertainment.

Note: Judges will expect to understand why branded content was chosen as a tactic.

### 3. Business Achievement

#### **Corporate Reputation**

Marketing efforts that promote corporations, not exclusively their products. Includes sponsorships, image, and identity. In addition to presenting metrics related to the reputation, entrants are encouraged to also address how these metrics relate to the business of the brand and why they are important..

#### **David vs. Goliath**

This is an award for smaller brands, or new/emerging brands that are less than five years old making inroads against big, established leaders, taking on "sleeping giants," beyond their current category and set of competitors to tackle a dominant leader. Entrants must detail the business challenge, the competitive landscape, and how the business succeeded despite the odds. Define your competitive landscape, including the market difference between the David and Goliath to demonstrate why the brand was a Traditional David.

Note: Judges will deduct from the case without sufficient proof that the submitting brand is a Traditional David.

#### **Small Budgets**

To be eligible, an entry may not be for a line extension and must represent the only marketing efforts for the brand during the time period. The value of donated and non-traditional media as well as activation costs must be included.

Budget eligibility is about **80.000€** or less.

#### **Sustained Success**

Efforts that have experienced sustained success for more than 3 years are eligible for entry. At a minimum, the creative work and case results must date back to 28.2.2023, and you must include the current year's results. Work must have a common objective in both strategy and creative executions; with a continuation of core executional elements (e.g., spokesperson, song, theme, tagline, etc.) that demonstrates effectiveness over time. As part of the entry, specifically address how the effort evolved over time (e.g., media choices, targeting, insights, new products/services, etc.).

Note: There is a special entry form and different creative requirements for the Sustained Success Award. The creative requirements, including different rules for the creative reel, can be found in the Sustained Success form.

## 4. Commerce & Shopper

Honoring the most effective integrated campaigns designed to engage the shopper and guide the purchase process to achieve conversion. You may only enter an effort into a maximum of two Commerce & Shopper categories.

### **Retail Media** *New*

This category highlights the success achieved through strategic collaborations between retail media networks and brands, driving measurable business growth for both parties. Whether digital or in-store, or omnichannel, demonstrate how your efforts were tailored to specific customer segments using data-driven insights. Showcase the use of multiple channels, both online and offline, to deliver a cohesive and effective campaign that resonates with your target audience and drives tangible results for both retailer and brand.

### **Crisis Response / Critical Pivot**

This category recognizes brands that successfully navigated significant structural and cultural shifts or moments of crisis (e.g., pandemic, social justice movements, political events) by effectively pivoting their marketing strategy or business activities. Entrants must clearly identify the pivot and explain how the messaging, campaign, production approach, or go-to-market strategy was adapted. Highlight the impact and effectiveness of these actions on the brand's success. Examples may include shifts in brand positioning, portfolio management, digital acceleration, and more.

### **Digital Commerce**

This category is for campaigns that effectively used insights, strategy, creative, and analytics to drive digital shopper conversion. Show how, by utilizing data and a deep understanding of the shopper, the brand and/or retailer succeeded in a digital setting. A successful effort will combine strong shopper knowledge with digital marketing practices to increase conversion online. The effort must be based on a shopper insight(s) and be shopper-driven. Explain the strategy of how the effort went to market. Submissions in this category will be solely evaluated on digital commerce effectiveness.

### **Multi-Brand Shopper Solution**

Shoppers are looking for ways to tackle everyday challenges, whether it's what to prepare for dinner or how to maintain a beautiful lawn – they seek all-in-one solutions. This award celebrates multi-brand/product/manufacture solutions that came together to address exactly what their target shopper needed. Entries into this category must address the rationale behind the creation of these differentiated shopper solutions. Brands may be from a single manufacturer or multiple manufacturers. Shopper solutions may be developed by manufacturer(s) and/or retailers.

## 5. Digital

Honoring the most effective convergence of data, technology and all forms of creative that maximize end user engagement and conversion.

### **Influencer Marketing**

This category recognizes brands that successfully partnered with influencers to achieve short or long-term marketing goals. Influencers can range from micro to macro and include social media personalities, brand ambassadors, and bloggers. Clearly define the strategy, target audience, and why the influencer was chosen. Highlight how the influencer engaged the audience, influenced consumer behavior, and contributed to the brand's success by driving measurable business results.

### **Performance Marketing**

This category celebrates the most impactful performance marketing strategies, where a combination of tactics generated significant, incremental results and conversions. Describe how you leveraged the synergy between your organic and paid ecosystems to create a halo effect, using data-driven insights, agile testing, and continuous optimization. Your submission should be performance-led, demonstrating how approaches such as (but not limited to) affiliate marketing, paid search, SEO, email campaigns, personalization at scale, influencer or sponsored content directly drove measurable outcomes like increased revenue or leads.

Note: Entrants must use the performance marketing entry form when submitting under this category

### **Social Media**

This category celebrates campaigns designed around social media as the primary touchpoint, leveraging its influence to engage connected consumers. Focus on campaigns where social media was the core idea, not just an element. Provide a clear rationale for using social media, demonstrate its direct impact on audience behavior, and show how it drove measurable business results

### **Artificial Intelligence (AI)**

For the AI Category, entrants are required to showcase their effective use of artificial intelligence to drive meaningful business outcomes. This category recognizes outstanding campaigns and initiatives where AI was leveraged as a pivotal tool to achieve specific business goals, whether it be enhancing customer engagement, optimizing operations, increasing sales, or any other measurable objective.

Entrants must provide clear evidence of how AI was integrated into their strategy and demonstrate the tangible impact it had on their business growth and desired results. This includes detailed metrics, analytics, and any other relevant data that highlight the effectiveness of the AI implementation. The judges will be looking for entries that not only display creativity and technical proficiency but also a profound understanding of how AI can be harnessed to produce real, quantifiable success.

## **6. Media**

These categories reflect the importance of the use of media in driving effectiveness. Submissions must speak to the media channel choices and measurement methodologies.

### **Data-Driven**

Data-driven is the application of data and/or technology to connect people to the brand at the right moment/s. These efforts should prove how they specifically utilized data to drive creativity or to optimize media to improve business outcomes (brand KPIs, ROI, performance marketing measures, etc.).

The best examples will recognize the interplay and application of data, inclusive of automation and AI, to engage with and/or deliver to a precise audience and achieve the best results. To enter, your case must detail the role that data had within the creative and/or media strategy in achieving the brand and business goals.

Submissions are expected to:

- Utilize personalized/custom-tailored creative messages.

- Explain how data impacted the media plan through clear measurement & analytics.
- Demonstrate the insights captured from data used to understand audience.

### **Media Idea**

This category is about outstanding effectiveness as a result of media-led ideas. The line between what constitutes a creative idea and a media idea is blurring and there are occasions when the media idea drove the entire effort. Of course, media cannot exist without the content, but this award is intended to recognize those cases that were led by the media thinking – where the integration of media and message led to success. The award honors media-led ideas that are powerful enough to become the genesis of the marketing program itself, to the extent that the program would not have been successful without the strategic media idea.

## **7. Marketing Innovation Solutions**

### **Business / Product / Service Innovation**

This category awards innovative single marketing and business activities or entire marketing programs. Submit any action or business idea regarding innovation for the product, service, or business that has had an exceptionally positive impact on the market position. Examples of eligible activities in this category include: product/service innovation; change in packaging, both in terms of its appearance and size; design, technology or UX innovation for the business, product or service; consumer involvement in product development; operation change, etc.

## **8. Positive Change**

The Positive Change Effies reward and celebrate the brands and non-profits that are promoting the greater good through purpose-driven marketing. The program has two tracks - Environmental and Social Good.

### **Environmental**

For efforts that have measurably shifted audience behavior toward more environmentally sustainable choices, and/or grown demand for more sustainable products and services. Explain how your efforts created positive impact on the environment and the business. Efforts entered must have as one of their main strategic objectives changing audience behavior towards more environmentally sustainable choices. Entrants should address how the sustainability goal relates back to the overall brand and business strategy. Demonstrate immediate impact while articulating progress toward long-term objectives. Highlight the most interesting, effective and impactful elements of the work, including the actual change-making components.

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, service or action for the first time.
- Product/Service Substitution – Switching to a more sustainable product, service or action.
- Change in Use – Using a product/service more sustainably than before or taking a more sustainable action.

Enter your case into one of the following categories:

- **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.

- **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.

### **Social Good**

For marketing efforts proven effective in solving/impacting a social problem or in expanding an existing program in ways that benefit our society. This is about creating positive societal and cultural change, challenging the established status-quo and changing accepted norms and stereotypes that create societal inequalities with inspired action.

Examples include initiatives that tackle food poverty; access to healthcare or education; creating a more diverse, equitable and inclusive society; or creating equal opportunities at work and in wider society for all members of our society. Any effort that sets out to give back in some way for the greater good is eligible to enter, and any/all marketing efforts, whether full campaigns or unique efforts within a campaign are eligible to enter as long as measurable results exist.

Demonstrate immediate impact while articulating progress toward long-term objectives. Highlight the most interesting, effective and impactful elements of the work, including the actual change-making components. Include the impact your work had on the cause and why it was a match for your business.

Enter in one of three sub-categories:

- Social Good – Brands
- Social Good – Non-Profit

## **9. Topical & Annual Events**

### **Seasonal Marketing**

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

**Η διοργάνωση διατηρεί το δικαίωμα, να μετατάξει μια συμμετοχή από μια κατηγορία σε άλλη και να δημιουργήσει νέες κατηγορίες.**