



effie
SINGAPORE

**2019 Awards
Entry Kit**

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INTRODUCTION

EFFIE AWARDS

50 years of effectiveness.
50 years of awarding ideas that work.
50+ partners worldwide.

As marketers, we drive change for our businesses and the world in which we live. Since 1968, Effie has championed the value of **effective marketing** as the fuel for meaningful business and organizational growth.

The 2019 Awards represents 50 years of Effie's mission to lead, champion and inspire the practice and practitioners of marketing effectiveness in our industry. Effie is as committed as ever to recognizing marketers who are embracing opportunities and creating the most effective ideas of the year – **ideas that work**.

When preparing your entry, keep in mind that Effie is open to all forms of effectiveness - the determining criteria for measuring effectiveness takes into account the level of challenge of your objectives and the significance of the results achieved against those objectives. It is the entrant's role to make a compelling case to the jury about the effectiveness of their case. Tell the jury how you inspired change, built your brand and grew your business.

An Effie case showcases the same process that creates marketing excellence. Teamwork across client and agency; an in-depth understanding of the **challenge, context and objectives**; the **insight and idea** linked to the challenge; and **bringing the idea to life** in a way that drives **measurable and meaningful results** for the brand, organization, and business. We encourage participants to use the Effie process as a way to strengthen the core of creating and learning from great work.

WHAT'S NEW AND IMPORTANT FOR 2019?

Effie Awards Singapore 2019 has gone digital.
All entries must be submitted via the official online platform: www.judgify.me/effiesg2019

Each campaign/marketing effort can be entered into a maximum of 4 categories or 2 Shopper Marketing categories. Please refer to Entry Kit page 7 for more details.

Creative reels should not exceed 3 minutes duration across all categories and 4 minutes duration for "Sustained Success" category. Please refer to Entry Kit page 14 for more details.

All entrants should submit at least 2 images of the creative work for judges (maximum of 6).
Please refer to Entry Kit page 16 for more details.

Introduction of Secondary Individual Credits - Entrants may now credit up to twenty individuals from any of the credited companies. Only the first ten individuals may receive recognition in the Case Study Database and appear in the Awards Journal. Please refer to Entry Kit page 18 for more details.

HOW DO YOU ENTER AN EFFIE?

1. Go to website: <http://effie.sg/effie-entry-kit-and-forms-effiesg/>
2. Download **Credits Form, Client Authorisation Form, Publishing Policy & Permission Form, Research Data Form, Payment Form and Communication Touchpoints Form (Only applicable to Sustained Success and Shopper Marketing Category)**.
3. Complete entry submission* via official online platform: www.judgify.me/effiesg2019
4. Submit completed forms*, 1 campaign image and Judgify Acknowledgment Email to kim@ias.org.sg after your online submission.
5. For cheque payment, kindly attach a copy of completed payment form together with your cheque to IAS office by the stipulated deadlines detailed in Page 6.

* Refer to Entry Kit page 22 for full submission details.

Important Reminder: Please thoroughly review all the information regarding how to enter, eligibility, etc. for Effie Singapore 2019 competition. **Entries that do not adhere to the requirements will be disqualified and fees will not be refunded.**

ELIGIBILITY

Campaigns/marketing efforts that ran in **Singapore** at some point between **1 February 2018 and 31 January 2019** are eligible for entry. All results must be isolated to Singapore during this time period. Including results beyond the end of the eligibility period is grounds for disqualification. It is encouraged to include prior year data for context.

- Work may have started running before 1 February 2018 and it may continue running after 31 January 2019. All presented work must have run at some point during the eligibility period and the results score will be based on data within the eligibility period.
- ***Sustained Success** category eligibility: results must date back to **1 February 2016 and at least 3 years of results are required**, and entries must include results from the current competition year: **1 February 2018 and 31 January 2019**.
 - Work must have started running before 1 February 2016 and it may continue running after 31 January 2019. If you wish to provide work and results prior to 2016, you are welcome to do so.
 - Cases submitted in the Sustained Success category must have a common objective in both strategy and creative executions; with a continuation of core executional elements that demonstrate effectiveness over time. **Answer all questions for the initial year AND describe how/why change occurred over time.**

Review **category definitions** for additional requirements. Judges **evaluate work on effectiveness in the context of the category definition** and will lower their score if requirements are not met.

- When entering an effort into multiple categories (maximum of 4 categories or 2 Shopper Marketing categories), **tailor each entry to speak to the specific category definition.**

Campaigns that are produced by multiple parties (advertising agencies, media agencies, etc.) can only be submitted for consideration once in a category. In the event of a dispute that the involved agencies cannot resolve, the entry will not be accepted. Effie reserves the right to refuse any entry at any time.

- We encourage partners to work together to submit a case as collaboration yields the most effective, thorough cases. You must credit all of your main strategic and creative partners on the case you submit.

FORMATTING REQUIREMENTS

Word Limits: Because each entrant has a different story to tell, question word limits are kept broad; however, entrants are not required or encouraged to utilize all space provided. Judges encourage brevity.

Do not include images of your creative or other images (including social media screenshots) in your written entry.

External Links: Do not direct judges to external websites – the judges will only review the content provided in your written entry and submitted documents.

SPECIFICATIONS FOR SUPPORTING DOCUMENTS

Entrants are to submit the following supporting documents for each entry via official online platform.

1) A creative reel that should showcase the creative that brought the big idea to life. It should not exceed 3 minutes duration across all categories and 4 minutes duration for “Sustained Success” category. Please refer to Entry Kit page 14-16 for more details. Only .MPG, .MPEG 2, .MP4, .MOV formats are acceptable (not exceeding 250 MB file size).

2) Charts and graphs to display data are strongly encouraged throughout the form. You can submit up to three charts/graphs in sections 1-3 and up to five charts/graphs in section 4. Ensure charts & graphs are sized so they are legible when viewed on official online platform. Only .JPEG, .JPG, .PNG formats are acceptable (not exceeding 5 MB file size per file).

3) Creative works that complement your reel and help the judges better evaluate creative elements that ran in front of your audience. You are to submit a minimum of 2 creative works (maximum of 6). Please refer to Entry Kit page 16 for more details. Only .JPEG, .JPG, .PNG formats are acceptable (not exceeding 5 MB file size per file).

4) Communication touchpoints form (Only applicable to Sustained Success and Shopper Marketing Category). Only .PDF format is acceptable (not exceeding 5 MB file size).

5) Translation document (1x A4 size page) is required if you are submitting a non-English work. Only .PDF format is acceptable (not exceeding 5 MB file size).

Each supporting document is to be saved as a separate file before submission via official online platform. We require each of the files to be named clearly, in accordance to the following file naming conventions. Failure to comply may result in disqualification of your entry.

Creative Reel	Charts and Graphs	Creative Works	Communication Touchpoints	Translation Document
Creative Reel_“A” (“A” refers to Campaign Title”)	Section “B”_“C” (“B” refers to the Section Number. “C” refers to name of document) For example: Section 1_YOY Comparison Chart Section 2_TA Consumption	Creative Work_“D” (“D” refers to the type of work”) For example: Creativework_Print Ad Creativework_Digital Banner	Communication Touchpoints_“E” (“E” refers to Campaign Title”)	Translation Doc_“F” (“F” refers to the type of work”) For example: Translation Doc_Print Ad

TOP TIPS

Provide context throughout your entry, as judges may not be familiar with your brand or the nuances of your industry category. **Context is critical to understanding your business situation and the significance of your results.**

Be clear, concise, compelling and honest. Tell a story, linking each section of the entry form together. **Shorter, well-written entries** typically stand out, as judges are reading many submissions in a session.

We are in the business of marketing. Your entry should be written with your audience, Effie judges, in mind. Judges are your industry peers. Address questions they may have within your responses. Entrants are encouraged to ask colleagues who don't work on the brand to review the entry. Limit industry jargon & define industry terms.

DEADLINES & FEES

Submission Dates	IAS Members	Non-IAS Members
Early Bird Deadline (before Friday, 22 February 2019, 5pm)	SGD\$468	SGD\$600
Entry Deadline (before Friday, 1 March 2019, 5pm)	SGD\$668	SGD\$800
Final Deadline (before Friday, 8 March 2019, 5pm)	SGD\$800	SGD\$935

Entries will not be accepted if they are not accompanied with full payment or if they are incomplete in any way.

CATEGORIES

Your campaign/efforts can be entered into a maximum of four categories. Of those four categories, only one category submission may be a Product and Service category. You are not required to enter a Product and Service category – you may enter four Specialty categories instead.

Each entry should be customised to the specifics of each category entered where applicable.

You must complete a separate entry submission and submit a complete set of creative samples with the entry fee for each category that you enter. The Effie Awards reserves the rights to re-categorize campaigns, split/redefine categories and/or refuse any entry at any time.

PRODUCT & SERVICE CATEGORIES

- 1. Automobiles/Vehicles/Automotive Aftermarket Products and Services.** Cars, trucks, motorcycles, both brand and model advertising, gasoline, motor oil, tyres, batteries, oil-change, paint, quick-rube, muffler, transmission, etc.
- 2. Beauty Products & Services.** Personal care items such as cosmetics, fragrances, shampoos, hairsprays, soaps deodorants, hair coloring; personal care services such as spas, weight loss programs, etc.
- 3. Beverages – Alcohol.** Beer, champagne, rum, tequila, vodka, wine, wine coolers, after dinner drinks, etc.
- 4. Beverages – Non-Alcohol.** Diet and non-diet soda, coffee, tea, juices, bottled water, sparkling water, etc.
- 5. Consumer Electronics.** Audio/Video devices such as television, cameras, sound systems; Household Appliances such as kitchen laundry appliances; air conditioners, etc.
- 6. Corporate Reputation/Professional Services.** Includes sponsorships, image & identity. Advertising to promote corporations, not exclusively their products. Includes Business/Professional services such as consulting, accounting, legal, employment, etc.
- 7. Education.** Educational establishment and their products, self-improvement courses and knowledge acquisition, etc.
- 8. Fast Food, Casual Dining and Restaurants.** Fast food, family and other restaurants.
- 9. Financial Products & Services.** Advertising promoting overall image and capabilities of a financial institution and specific products or services including cards, credit, debit, charge, home banking, insurance, loans, mortgage, mutual funds, traveler's checks, etc.
- 10. Food.** Food across all product categories including packaged, fresh, chilled and frozen

PRODUCT & SERVICE CATEGORIES

- 11. Government/Institutional/Recruitment.** Government public messages and campaign; Municipal or state economic development, lotteries, utilities (i.e. electricity conservation messages), membership drives; Armed Forces Advertising, etc.
- 12. Healthcare Services.** Marketing communications efforts that were developed for hospitals, HMOs, health insurance companies, referral services, dental and medical services, pharmacies or chronic care facilities. Effects targeted to either healthcare professionals, patients and/or consumers are eligible for this award, etc.
- 13. IT/Telco.** Computer softwares, wireless/cellular providers, high-speed Internet access services, online services, portals, search engines and related Internet products & services (including SaaS/IaaS and Cloud based services), bundled communications (internet, telephone, and cable TV), telephone companies, cellular services, pagers, etc.
- 14. Media, Entertainment & Leisure.** Media Companies: Radio, television, newspapers, internet, magazines, consumer or trade media. Entertainment: Includes sporting events and entertainment. E.G. Superbowl, sporting team, a specific motion picture, books, records, electronic videogames, radio and television programming. Leisure: Sporting/camping goods and other items intended for leisure activity.
- 15. Non-Food.** Covers household cleaning, laundry, houseware, Health & Wellness, pet care, general sundries, etc.
- 16. Non-Profit/Pro-Bono/Public Service.** Advertising of a public service nature for a non-profit organization or association, including political messages, and special interest/trade group advertising, etc.
- 17. Products and/or Online Services.** Campaigns of products or services offered only on the Internet (online products and/or ecommerce).
- 18. Other Products & Services.** Product & services that cannot be defined in the other categories.
- 19. Real Estate.** Homes, real estate brokers, malls, etc.
- 20. Retail & Luxury.** Open to all retailers/e-tail/catalog companies that provides a multiple range of non-related or generally related merchandise which includes: boutiques, department stores, online retailers, clothing, fashion, show or jewelry stores, branded outlets, accessories, eye wear, shoes; food retailers; movie/book stores, major grocery retailers; discount/bulk retailers; pet care; specialty stores, etc.
- 21. Travel/Tourism/Destination.** Cruises, hotels, resorts, amusement parks, recreational, travel tours, etc.

SPECIALTY CATEGORIES

22. 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.

23. 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 honors 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. Judges will expect to understand why branded content was chosen as a tactic.

24. New Product or Service. Any communications effort used to introduce a new product or service that is not a line extension. Brand new products or new products in a new category are eligible. Effie defines line extension as:

- Any variation of an existing product which shares the same brand name and is in the same category as the existing product and shares the same characteristics as the parent, but offers new benefit (flavour, size, package, type, etc).
- A derivative product that adds or modifies features without significantly changing the price.
- Products that bear the same brand name and offer the consumer varied options (eg. Diet version of drink).

Note: Your entry must be written to address how your product and service was new and the situation you faced as a result of it being new. Entrants with new products/services may not enter their corresponding product/service category; however, entrants may submit into other specialty categories they see fit.

25. Small Budgets (Product & Services). Cases eligible for this category must represent the only communications for this brand during the qualifying time period. To be eligible, an entry may not be for a line extension, a sub brand, or have an overarching brand campaign to support it. Campaign efforts working with a budget of (US Dollars) \$100,000 or less are eligible for entry. Value of donated and non-traditional media as well as activation costs must be included.

SPECIALTY CATEGORIES

- 26. 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.

2018 David vs. Goliath winning brands (Gold/Silver/Bronze) are not eligible to enter the David vs. Goliath category this year. This year, David vs. Goliath winners from 2017 and earlier can re-enter this category.

- 27. Sustained Success.** Campaigns of products or services that have experienced sustained success for a period of 3 or more years. Results must date back to 1 February 2016 and entries must include results from the current competition year (between 1 February 2018 – 31 January 2019). The campaigns that participate in this category must have a common objective in the strategic, creative executions, and in the evolution of their pieces. They must be effective throughout the campaign period.
- 28. Renaissance.** This is an award for rebirth campaigns. To enter, your brand must have experienced a downturn of several years and a period of at least six months of upturn sales. Entrants must detail the business challenge, the situation of the brand, the competitive landscape and how the effort succeeded. Your entry must address the previous marketing investment, strategy and the length of the renaissance.
- 29. 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.
- 30. Seasonal Marketing.** Seasons, holidays and events allow marketers the opportunity to build strategic communications based on the time-based interests of their target audience. This category will honour those efforts that effectively capitalized on a season, holiday or cultural event to drive results for their business.
- 31. Sponsorship & Event Marketing.** This category honours efforts that make use of sponsorships and/or events to build strategic communication objectives. Your entry should demonstrate how the campaign successfully connected with the target audience, capitalised on the sponsorship and/or events to drive business objectives, and that the results were a direct result of this engagement.

Examples: Organisation of or sponsorship of one-off promotions, seasonal events, exhibitions, shows, brand experiences, music concerts, sports events, etc.

SPECIALTY CATEGORIES

32. Youth Marketing. This category will honour those efforts that successfully communicate to the youth market (aged 0-24). Your entry should be written in a way that identifies how the case was created and directed to this audience with directly or via relevant influencers (families, parents, etc) and how it succeeded. For efforts targeting children, it can be helpful for judges to include any relevant information on the restrictions your team faced in marketing to children.

33. Media Partnership Activation. Some of the most effective work being done today is via partnerships between a brand working with a single media owner to create and activate a strategic, multi-touch point experience with their audience. The winners of this award will represent those advertisers and media partners that knew exactly where and how to connect with their audience via the assets of one media company. These partnerships demonstrate the innovative consumer connections that one media company can develop for advertisers via integrated communication channels centred on one strategic brand idea. Each activation channel is critical to delivering the overall effectiveness and impact of the campaign and shows the value one single media company can deliver.

34. Media Idea. This is about outstanding effectiveness as a result of ideas. The line between what constitutes a creative idea and a media idea is blurring. 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. The award honours media led ideas that are powerful enough to become the genesis of the communications program itself. All efforts driven by the media idea are eligible to enter.

Examples:

Content Led – Cases led by a content idea

Data Driven Insights – Cases led by a data driven insight

Tech Led – Cases led by a technology idea

Media Idea Led – Cases led by a Media Idea other than those listed above

35. Digitally Led Idea

This category is for campaigns that have a digital or technological idea at the heart. These campaigns might use other channels, including main-stream media, but must demonstrate that the digital or technological idea was the catalyst for the campaign and without it the campaign could not work. This category can also include purpose built digital platforms for marketing communications or commercial activity which are not one-off campaigns.

36. Shopper Marketing. Please refer to separate Shopper Marketing Category Definition for full details.

37. Data & Technology. Some of the most effective work being done today is achieved through harnessing rich data and new technologies to evaluate and inform marketing communication. To enter, your case must detail the role data and technology played in supporting the communication efforts in achieving the brand and business goals.

SPECIALTY CATEGORIES

The Best Use of CSR Effie (for category 38 and 39 stated below) is for communications programs proven effective in addressing a social problem or in expanding an existing program in ways that benefit our society or our planet. 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 communication efforts, whether full campaigns or unique efforts within a campaign are eligible to enter as long as measurable results exist.

- 38. Social Good-Corporate Brands.** Submissions must clearly substantiate quantifiable, sustainable benefit for the recipients of the activity as well as demonstrate an appropriate link with the core brand and corporate values. Open to all corporations, SMEs, MNCs and government organizations.
- 39. Social Good-Non Profit.** Communications of a public service nature for a non-profit organization or association, including political messages, and special interest/trade group communications.

HOW YOUR ENTRY WILL BE JUDGED

Your entries will be read and judged by some of the most experienced (and most critical) business leaders – CEOs, marketers, strategists, creative directors, media and research professionals. It's a tough audience, but these people want to reward work that demonstrates not just good results but strong creative thinking from top to bottom. Your job as an author is to make these judges want to award your campaign, by showing them the strength of your thinking.

Remember, the Effie Singapore competition is about effectiveness. How did the various campaign components – strategy, creative, media, research – come together to achieve great results?

SCORING CRITERIA

Judges are asked to evaluate specific criteria in scoring a campaign's effectiveness. Judges provide a score for:

Strategic Challenge and Objectives + Idea + Bringing the idea to life
= 70% of final score, equally weighted.

Results = 30% of final score

The judges' scores determine which campaigns are to be awarded a gold, silver or bronze Effie trophy. Each winning level – gold, silver, bronze – has a minimum score required in order for a finalist to be eligible for an award.

Effie Trophies are awarded in each category at the discretion of the judges. It is possible that a category may produce one, two, three or four winners of any level or perhaps no winners at all.

REASONS FOR DISQUALIFICATION

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

- 1. Results not referenced.** All data presented must reference a specific, verifiable source. This could be advertiser data, agency research or third party research companies. We reserve the right to verify the accuracy of the data with the source named.

Sources must be provided in the space given in each section of the entry submission. Be as specific as possible in documenting all evidence; provide sources of data, research involved and the time period covered. Use the specific name of the company to reference a source except when the source is an Agency company (Ad, Media or Other agencies). For Agency companies only use the term "Agency Research".

- 2. Agency name published in the entry submission or on the creative materials.** Effie is an agency-blind competition — do not cite agency names anywhere in the entry form or creative materials. Do not Cite Your Agency name (or any other Agency — Ad Media or Other — names) as your reference source. If an agency is the source of your research, reference "Agency Research".
- 3. Not including examples of all creative materials discussed in the entry submission and integral to the campaign on the creative reel.** You must include at least one example of all creative detailed in the entry form and integral to the campaign's success on the creative reel.
- 4. Including Results on the creative reel.** You are not allowed to include results on the creative reel. Refer to the creative reel instructions in Entry Kit page 14-16.
- 5. Logos, graphics or other creative materials will not be accepted in the entry submission.** (Note: Graphs and charts displaying data are acceptable.)
- 6. Missing Translation.** Creative materials submitted for consideration that are not in English require translation.
- 7. Failing to adhere to the eligibility period.** The eligibility period is between 1 February 2018 and 31 January 2019. 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 points between the eligibility period. The results the judges are evaluating must be within this period, but data prior to the eligibility period may be included for context. Including results beyond the end of the eligibility period is grounds for disqualification.

CREATIVE REQUIREMENTS

Creative materials submitted must directly relate to your strategic objectives and results, and must have run in the marketplace.

Creative Material becomes the property of the Effie Awards and will not be returned. The Effie Awards is granted the right to make copies of selected creative material for education and publicity purposes.

Instructions:

Create a video **up to three minutes long** that best illustrates the work in the entry form.

You must show at least one complete example of each touchpoint you mark on the Media Addendum Communications Touchpoints chart that was **integral** to the effort's success.

- For example, if you mark 30 boxes in the Media Addendum Communications Touchpoints chart and 10 were key to the driving results and explained as integral in your answers to Question 3, those 10 must be featured on the creative reel.

Additional examples of creative work are encouraged on the creative reel vs. re-telling the story outlined in the written case, as judges read the written case before watching the reel and frequently comment they would like to see more examples of the work. Entrants should show the "how-when-where" you connected with your audience over time.

Your video must show complete commercials except where editing is necessary because of time e.g. events, guerrilla marketing activities, sampling, etc.

You can use editing features such as voiceover, text, etc., to better explain the work shown.

Video Rules:

- No more than 3 minutes in length max.
- Must be made in .MPG, .MPEG 2, .MP4 or .MOV format. (not exceeding 250 MB file size).
- Official online platform does not accept YouTube or Vimeo links. The file should be uploaded from the desktop or should be a hosted link.
- Include on the video at least one example of each creative described in your entry submission.
- Include complete creative examples except where editing is necessary because of time constraints e.g. events, branded content in TV or games, etc.

For "**Sustained Success**" entries, in view of the 3+ years span for this category, you may submit up to 4-minutes of creative video, instead of the usual limit of 3-minutes for all other categories. It must demonstrate the rationale for the continuation of the case over time and the sustained nature of the work. 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 one interim year**, and the **current competition year** (between 1 February 2018 – 31 January 2019). Each example of the creative work must be labelled with the year it ran. Entries that do not label the year will be disqualified.

Entries will be disqualified if:

- At least one example of each creative material discussed in your entry form is not included on the creative reel.
- Your Agency name (Ad, Media or Other Agency) appears anywhere on the creative reel or in the entry materials.
- Results are included anywhere on the video.

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. Creative and communication elements submitted must directly relate to your Strategic Objectives and Results outlined in the entry questions, and must have run in the marketplace.

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.

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 the work itself. 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 in your creative reel.

Closure Statements

You may only include a general statement, with no numbers included, to provide closure to the reel if you feel it is necessary. 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.

ACCEPTABLE EXAMPLES

"Sales skyrocketed and the brand was doing better than ever."
"The brand had one of the best years yet."

UNACCEPTABLE EXAMPLES

"Sales increased by 20%."
"We received over 10,000 likes in just 3 weeks."
"We became #1 in our category."

Do Not Include:

Results of any kind – including numbers of social media likes, followers, etc.*
Competitive work or logos
Agency names, logos or images
Any stock music/images that will cause confusion for judges with how your work ran in the marketplace
Any work that you do not have the rights to (eg. music/images that are not part of your creative work)
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 touch point mentioned in the written case.*
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 90 seconds when it is necessary to do so in order to show other examples of your work. Any video elements shorter than 90 seconds 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 a translation document (to be submitted as supporting document).

Work submitted must be original or you must have secured rights to submit it. You cannot include any work that you do not have rights to (eg. music/images that are not part of your creative work). However, stock music/images are allowed if you have 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.)

IMAGES OF THE CREATIVE WORK (minimum 2, maximum 6)

After the judges read your case and watch the creative reel, they review images 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.

It can be helpful to provide images of work best seen as a still image (e.g. website, print ad, direct mail piece, etc.). Or, you may wish to upload work that you want judges to get another look at after watching the reel.

This is an opportunity to showcase your creative work:

- Highlight elements that are better seen as a still image vs. video format
- Draw further attention to key creative elements you wish to highlight

Only high res .JPEG, .JPG, .PNG formats are acceptable (not exceeding 5 MB file size per file).

- Do not include agency names or logos on any creative materials submitted for judging.

For “Sustained Success” entries, each example of the creative work must be labelled with the year it ran. Entries that do not label the year will be disqualified.

One of the top complaints from last year’s judges was that entrants were not maximizing the opportunity to showcase the work in these images.

CREDITS

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.

Please ensure spelling is correct. Information you enter in the entry credits section will be considered final if your campaign is a winner and **will not** be changed for any reason, including if agency and/or client experience a name change and/or merger after the entry deadline date.

The information you give in the credits section may be published and/or appear on recognition certificates. Visit the Winner's Showcase at www.effie.org to see examples of how winner's company, individual and campaign summary credits are listed online.

CREDITS REQUIRED FOR YOUR ENTRY

COMPANY CREDITS

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 marketing communications effort. Space has been provided in the credit form to credit eight companies. You must credit the client and at least one primary agency.

You may credit a second agency as a "Primary Agency 2" and they will be regarded as a second lead agency on the work and given equal recognition by Effie Worldwide. In order to be considered Primary Agency 2, you must certify that the work done by each agency was of equal weighting and each agency deserves equal recognition. Second Primary Agencies must be designated at time of entry – you may not add or remove second lead agencies after the entry period.

If you are an advertiser submitting in-house work, please list your company information in both the Lead Agency & Client contact areas.

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 Form. Please confirm the spelling and formatting of other company names to insure 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 recognised in the Effie Effectiveness Index® ranking below.

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 2019 Effie finalist or winner, the credits submitted will be used to tally the 2020 Effie Effectiveness Index results. Since different point values are given to primary and contributing companies, it is critical that all brands and companies are properly credited at time of entry. See the detailed description on company credits and the Index rankings on the following page.

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.

You are required to credit all creative and strategic partners who contributed to the marketing communications effort. Space has been provided in the credit form to credit eight companies. You must credit the client and at least one lead agency. You may credit a maximum of two agencies as lead agencies. The second lead agency will be regarded as co-lead agencies on the work.

Differences as small as punctuation and capitalisation could impact how your brand / company is ranked in the Index. Please ensure that all credits are submitted correctly at the time of entry. (For example, if your agency name includes the city New York – be consistent with the listing. Select one method and stick to it: Agency New York vs. Agency – NY vs. Agency – New York.)

Agency Office Rankings

Agency office rankings are compiled using the Agency Name, city and state as listed in the Credits Form.

Whether or not the city/state is included in the "Agency Name" field, the Index rankings will be based off of the location of the office using the city/state fields.

The agency name submitted will also be how the effort is publicly recognised if the entry becomes a finalist or winner. If your agency office prefers to be known as "Agency Name City Name", 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.

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.

Individual Credits

Primary Individual Credits

Space has been provided in the credit form to credit ten (10) individuals. Entrants may credit up to ten individuals from any of the credited companies who were integral to the success of the case. Individuals may be listed in the **Awards Journal** and the **Case Study Database**.

Secondary Individual Credits

Space has been provided in the credit form to credit additional ten (10) individuals. Entrants may credit up to ten additional individuals from any of the credited companies and these individuals may receive recognition in the **Case Study Database**. Due to space restrictions, they will not appear in the **Awards Journal**.

If you do not use all 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 spaces and making sure names are spelled correctly at time of entry. 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.

CAMPAIGN SUMMARY (Limit 90 words)

If your campaign is a winner, your Campaign Summary may be published in the Awards program journal, on the IAS web site & for promotional purposes.

Write at least three complete sentences (limit 90 words) summarizing the campaign and its goals. Indicate campaign objectives and how the evidence of results directly relates to those objectives.

TROPHIES

Only two agencies and one client can be credited on the trophy awarded at the 2019 Singapore Effie awards ceremony. The client, primary agency and primary agency 2 will be listed on the Effie trophy.

Should your campaign win an Effie, we will provide **one** trophy to the first agency listed as the "primary agency".

If your campaign is a winner, you can purchase additional trophies with your choice of credited agency(s) listed.

Additional trophies can be personalized and purchased after the Effie Singapore awards ceremony.

PUBLISHING POLICY & PERMISSION

The Singapore Effie Awards offers finalists and winners the opportunity to have written cases published in the Effie Case Database, in turn helping inspire the industry and do their part to Make Marketing Better. The written case and creative reel will be featured on the Effie Worldwide web site and/or on Effie partner web sites or publications.

We respect that entries may have information deemed confidential. Entrants are asked to set publishing permission for the written entry with a separate Publishing Policy & Permission Form to be downloaded from <http://effie.sg/effie-entry-kit-and-forms-effiessg/>

Entrants may select from the following options:

- "PUBLISH AS THE CASE WAS SUBMITTED"** – You agree that the written entry form may be published as it was submitted and reproduced or displayed for educational purposes.
- "PUBLISH AN EDITED VERSION OF THE WRITTEN CASE"** – You agree to submit an edited version of your case study for publication which will be reproduced or displayed for educational purposes. You may redact any confidential information.
- "PUBLISH THE CASE AS IT WAS SUBMITTED AFTER THREE YEARS"** – The written case will be published as it was submitted after three years. The case will be published as it was submitted and reproduced or displayed for educational purposes.
- "PUBLISH AN EDITED VERSION OF THE WRITTEN CASE AFTER THREE YEARS"** – You agree to submit an edited version of your case study for publication which will be reproduced or displayed for educational purposes after three years. You may redact any confidential information.

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 should 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 the rights to submit it.

COMPETITION TERMS & RULES

By checking the box in page 19 and as a condition for entry, you indicate that you agree to the competition rules, which are:

1. Any material submitted in the course of entering the awards becomes the property of Effie Worldwide and the Effie Awards and will not be returned.
2. You agree to the publishing policy stated above.
3. You represent and warrant that the Works submitted are original work by you and accurate and will not infringe upon the personal or proprietary rights of or give rise to any claim by any third party, including but not limited to claims based on copyright, trademark, patent, defamation, physical injury, or invasion of privacy or publicity. In addition, if any complaint or claim relating to any of the Works is made by any third party at any time, whether a formal legal complaint or otherwise, you will fully cooperate with Effie Worldwide and the Effie Awards in responding to and defending against such complaint or claim, and you will hold Effie Worldwide and the Effie Awards harmless from and against any such complaint or claim.
4. Where required by law or contract, you will obtain releases, from all persons depicted in any of the Works. You may not agree to any restrictions, limitations or right to review requested or imposed by any persons, including models, owners of property pictured in the Works, or others. You will immediately advise Effie Worldwide and the Effie Awards of any such request or attempted imposition. If you make any subsequent or other use of any of the Works, you are solely responsible for obtaining any necessary releases from any models, persons or owners of property pictured in the Works, and you will hold Effie Worldwide and the Effie Awards harmless from and against any claims by any person arising from any such subsequent or other use.
5. You certify that the information submitted for this case is a true and accurate portrayal of the case's objectives and results and that the case ran during the Effie Awards program eligibility time period. Entry constitutes permission to be included in a data set for Effie Awards research purposes that do not breach confidentiality.
6. The credits you submit are considered final and will not be changed for any reason, including if agency and/or client experience a name change and/or merger after the time of entry. The information you submit may be published and/or appear on recognition certificates.
7. You have credited all partners who contributed to the work that is being presented in the entry.
8. The decisions of Effie Worldwide and the Effie Awards in all matters relating to the competition shall be final and binding.



2019 Awards Entry Kit

CONTACT

Need help or advice? Visit www.effie.sg or call 6220 8382 or e-mail kim@ias.org.sg

PAYMENT INSTRUCTIONS

Email completed payment form with Judgify Acknowledgment Email(s) to kim@ias.org.sg after your submission.

For cheque payment, kindly attach a copy of completed payment form together with your cheque to IAS office by the stipulated deadlines detailed in Entry Kit page 6.

Institute of Advertising Singapore (IAS)
60 Paya Lebar Road, #05-14 Paya Lebar Square
Singapore 409051

2019 Awards Entry Kit

SUMMARY FOR ENTRY

For Each Effie entry you must submit:

ITEM	DETAILS	DELIVER
ENTRY SUBMISSION	<p>Written entry for all categories</p> <p>Creative video featuring all creative integral to your campaign. (3-minute creative video limit for all categories except for Sustained Success which is eligible for 4-minute creative video due to the requirement of the category)</p> <p>Charts/Graphs where applicable (up to three charts/graphs in sections 1-3 and up to five charts/graphs in section 4)</p> <p>Creative work complement your reel and help the judges better evaluate creative elements (minimum 2, maximum 6)</p> <p>Communication touchpoint form (Only applicable to Sustained Success and Shopper Marketing Category).</p> <p>Translation document (1X A4 size page – required if your campaign is non-English)</p>	<p>Submit online via www.judgify.me/effiesg2019</p> <p><u>Note for creative video</u> Only .MPG, .MPEG 2, .MP4, .MOV formats are acceptable (not exceeding 250 MB file size).</p> <p>Judgify does not accept YouTube or Vimeo links. The file should be uploaded from the desktop or should be a hosted link.</p> <p><u>Note for other supporting documents</u> Only .JPEG, .JPG, .PNG formats are acceptable for charts, graphs and creative works. Only .PDF format is acceptable for communication touchpoint form and translation document (not exceeding 5 MB file size per file).</p> <p>Failure to comply the specific naming convention stated in Entry Kit page 5 may result in disqualification of your entry.</p>
CREDITS FORM, CLIENT AUTHORIZATION FORM, PUBLISHING POLICY & PERMISSION FORM, RESEARCH DATA FORM	<p>Download from IAS website - http://effie.sg/effie-entry-kit-and-forms-effiesg/</p>	<p>Submit both doc. AND pdf. of each form to kim@ias.org.sg AFTER your submission on official online platform.</p>
1 IMAGE OF YOUR CAMPAIGN	<p>1 image of your campaign for publication in the Effie Awards Journal</p>	<p>Only .JPEG, .JPG, .PNG formats are acceptable (not exceeding 5 MB file size).</p> <p>Submit to kim@ias.org.sg AFTER your submission on official online platform.</p>
PAYMENT FORM	<p>Download from IAS website - http://effie.sg/effie-entry-kit-and-forms-effiesg/</p>	<p>Submit to kim@ias.org.sg, together with Judgify Acknowledgment Email AFTER your submission on Judgify (can collate within same organisation if submitting via more than 1 person)</p> <p>For cheque payment, attached a hardcopy of the payment form along with cheque to IAS office before submission deadline.</p>

Your entry is considered incomplete if above are not submitted according by the stipulated deadlines detailed in Entry Kit page 6.

AN EFFECTIVE ENTRY

The Effie Singapore Awards identify and celebrate campaigns that have met or surpassed their goals. Within this, the written case is the most important part of the entry, because it tells the story of your campaign development and demonstrates how the creative work led to strong results. It also details the competitive environment, the campaign's objectives, and presents your evidence that the results you're claiming were actually driven by your campaign.

Your entry should tell the complete story of all advertising and marketing communications that were created and implemented for this campaign, and any other factors that impacted the efforts. **Do not include any Agency name (Ad, Media or Other agencies) in the entry form or creative materials.**

SOURCING YOUR DATA IN THE ENTRY FORM:

You must source all data you provide in the space given in each section of the entry submission.

Be as specific as possible in documenting all evidence; provide sources of data, research involved and the time period covered.

Acceptable sources can be: advertiser data, agency research or third party research companies. Use the specific name of the company to reference a source except when the source is an Agency company (Ad, Media or Other agencies).

For Agency companies only use the term "Agency research". Effie is an Agency-blind competition — your entry will be disqualified if you include agency name anywhere in the entry form or creative materials.

The following provides insight on the type of information the judges will be looking for in your entry submission.

1. Brand name

Please list only the brand name or trade name of the product or service advertised. E.G., "Kleenex®" not "Kleenex Brand Tissues".

2. Product Type or Description

Brief description indicating the kind of product or service advertising without using the brand name. "Facial Tissue" not "Kleenex® Tissue".

3. Campaign Title

Please indicate the campaign title, not titles of individual commercials within the campaign.

4. Category

Indicate the category (refer to the list of Effie categories) within which you think your campaign should be judged. The Effie Committee reserves the right to re-categorize campaigns.

TIPS FOR COMPLETING EFFIE SUBMISSION:

Be direct. Present your story in an easy-to-follow style with a minimum of hyperbole. The link between the strategic challenge, the objectives, big idea, the creative executions and results should not be hidden.

Identify the competitive landscape. Do not assume that the judges reviewing your entry are aware of the marketplace ins and outs of your particular category. Be sure to provide a clear picture of the marketplace situation.

Be concise. Abide to the words limitation stated in each section.

Include clear, simple, relevant charts and tables. If done correctly, charts and tables allow judges to easily assess the success of the campaign.

Know the rules. Review the judging criteria for and the **reasons for disqualification** before submitting your campaign.

Proofread. Have a few of your colleagues read your case through before submitting to be sure all the elements are there and without typos.

Give credit where credit is due. You are required to credit the main strategic and creative partners. Don't forget to credit all of your team members and partners and make sure their names are spelled correctly. If your campaign is a winner, the credits will be published.

Source Your Results. The #1 reason judges mark an entry for disqualification is failure to provide a specific, verifiable source for all data included in the entry form. Review the guidelines in this document for sourcing your data before finalizing your entry.

Make sure your entry does not include an Agency names anywhere in the entry form or creative materials — Effie is an Agency-blind competition. The #2 reason judges disqualify an entry is including agency name in the entry form or creative materials.

Be compelling. Your entry should be stimulating read.

Tell judges why it was successful. For every objective provide clear, sourced results.

Learn from Success. Take time to review Effie Winner's cases in the online showcase at https://effie.org/case_database/cases

Effie's learning tools on creating and entering effective work available at effie.org.

Don't wait till the last minute to complete your entry. The more time you give yourself, the more time you will have to check your entry.

Note: There are more 'tips' within the entry submission to guide you further.