



effie
SINGAPORE

**2019 Awards
Shopper Marketing
Category Definition**

ELIGIBILITY

Any and all shopper marketing communications efforts, whether full campaigns or unique efforts within a campaign are eligible to enter. Retail experience, viral, buzz, direct mail, PR, Radio, TV – any one or any multiple combination of mediums – any examples of work that demonstrate how you tackled your client’s objectives can be entered. Campaigns must demonstrate **at least two touch points** working in concert to push the shopper along the path to purchase. To enter, you must detail the why behind the strategy and provide proof that your work achieved the results you were hired to produce.

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.

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 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.

CATEGORY FAQs

Can I Enter Multiple Categories?

You can submit a maximum of two entries into the Effie Singapore Shopper Marketing Competition. You will need to submit a separate set of creative samples and pay the entry fee for each additional category.

Note: New Product/Service Introductions are not allowed to enter into any other category.

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

Can I Re-Enter Past Effie-Winning Work?

Yes. Here is how it works:

- Past Effie winners can re-enter into a category in which they did not win Gold. Past Gold winners can re-enter the same category after two years.
- Past Silver and Bronze Effie winners can re-enter into any category.

SHOPPER MARKETING CATEGORIES

There is a total of 9 categories. With a selection of categories dedicated to manufacturers and a selection to retailers, the awards will focus on their respective shopper marketing challenges.

Awareness/Trial

For efforts that used shopper insights to increase awareness and trial for their brand/products.

Category/Aisle Reinvention

Some of the most impactful shopper marketing efforts occur when a deep understanding of shoppers' attitudes, behaviours, and needs lead to innovative category/aisle reinvention. Entrants must outline how the effort optimized space to enhance the shopping experience and drove greater conversion and category growth. Successful entries in this category will be sustainable reinventions and not simply promotional in nature.

Loyalty

This category will highlight efforts that were designed with loyalty as the driver for the effort. Entrants must detail how the program effectively targeted and engaged their target by developing an ongoing relationship between the shopper and the retailer or brand, while increasing loyalty.

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 want all-in-one solutions. This award will celebrate multi-brand/multi-product solutions, stemming from a single manufacturer's family of products, that understood exactly what their target shopper needed.

Multi-Manufacturer Shopper Solution

Shoppers are looking for ways to tackle everyday challenges, whether it's what to prepare for dinner or how to maintain beautiful lawn – they want all-in-one solutions. This award will celebrate multi-vendor solutions that came together to address exactly what their target shopper needed.

Multi-Retailer Rollout

For campaigns that ran with a central idea and executed that idea via dedicated rollouts to three or more different retail chains. Cases in this category will highlight and explain the customizations that were done for a single retailer, and/or explain why unique customization was not necessary.

New Product/Service Introduction

Any shopper effort used to introduce a new product or service.

Note: New Product/Service introductions are not allowed to enter into any other category.

Seasonal/Event

The most effective manufacturers and retailers are the ones that can strategically plan for and react to the events that most impact their shoppers. This category will feature events, platforms or programs that were created to meet the demands of the shopper that are driven by a season, holiday or cultural event.

Entrants must explain the insight into their shoppers that led to adjusting product and/or creating events/seasonally-based platforms and programs to be in-line with their needs and shopping mindset during a specific time period. Innovative shopper events, strategically created by the retailer and/or manufacturer, may enter here as well.

Single-Retailer Rollout

For campaigns that ran with a tailored, retailer-specific idea and executed that idea at a single retail chain. The work in this category will provide insights as to how an effort was effectively designed to work with the particular retailer and the shoppers of that retailer.