|  |  |  |  |
| --- | --- | --- | --- |
| **COMMUNICATIONS TOUCHPOINTS**  **Select all touchpoints used in the effort, based on the options provided in the below chart.**  **For the bolded head touchpoints, you will need to select if elements under that touchpoint ran pre-shop, during, or post-shop.**  **Within your response to Question 3, explain which touchpoints from the below list were integral to reaching your audience and why.** | | **Notes:**   * On the creative reel, you must show at least one complete example of each communication touchpoint that was integral to the effort’s success. For example, if you mark 30 boxes below and 10 were key to the driving results and explained as integral in Question 3, those 10 must be featured on the creative reel. * This chart not only provides judges with a clear understanding of all channels utilized, but it also will assist in providing better learning opportunities via Effie’s research and databases. | |
| **Branded Content**  **[PRE | DURING | POST]** | **OOH**  **[PRE | DURING | POST]** | | **Radio**  **[PRE | DURING | POST]** |
| **Cinema**  **[PRE | DURING | POST]** | **Airport** | | **Merchandising** |
| **Direct**  **[PRE | DURING | POST]** | **Billboard** | | **Program/Content** |
| **Email** | **Place Based** | | **Promo/Endorsements** |
| **Mail** | **Transit** | | **Spots** |
| **Retailer Specific** | **Other** | | **Retail Experience**  **[PRE | DURING | POST]** |
| **Distribution Changes**  **[PRE | DURING | POST]** | **Packaging**  **[PRE | DURING | POST]** | | **In-Store Merchandising** |
| **Ecommerce**  **[PRE | DURING | POST]** | **Point of Care (POC)**  **[PRE | DURING | POST]** | | **In-Store Video/Kiosk** |
| **Events**  **[PRE | DURING | POST]** | **Brochures** | | **Pharmacy** |
| **Guerrilla**  **[PRE | DURING | POST]** | **Coverwraps** | | **POP** |
| **Ambient Media** | **Electronic Check-In** | | **Retailtainment** |
| **Buzz Marketing** | **Video (HAN, Accent Health)** | | **Sales Promotion** |
| **Sampling/Trial** | **Wallboards** | | **Store within a Store** |
| **Street Teams** | **Other** | | **Other** |
| **Tagging** | **PR**  **[PRE | DURING | POST]** | | **Sales Promotion**  **[PRE | DURING | POST]** |
| **Wraps** | **Pricing**  **[PRE | DURING | POST]** | | **Sampling**  **[PRE | DURING | POST]** |
| **Interactive/Online**  **[PRE | DURING | POST]** | **Couponing** | | **Direct Mail** |
| **Brand Website/Microsite** | **Trade** | | **In-Store** |
| **Contests** | **Print**  **[PRE | DURING | POST]** | | **OOH (event)** |
| **Developed Retailer  Site Content** | **Custom Publication** | | **Search Engine Marketing (SEM/SEO)**  **[PRE | DURING | POST]** |
| **Digital Video** | **Magazine – Digital** | | **Social Media**  **[PRE | DURING | POST]** |
| **Display Ads** | **Magazine – Print** | | **Sponsorship**  **[PRE | DURING | POST]** |
| **Gaming** | **Newspaper – Digital** | | **Trade Communications/ Promo**  **[PRE | DURING | POST]** |
| **Location-based Communications/Real Time Marketing** | **Newspaper – Print** | | **Trade Shows**  **[PRE | DURING | POST]** |
| **Manufacturer/Retailer Website** | **Retailer Publication** | | **TV**  **[PRE | DURING | POST]** |
| **Podcasts** | **Trade/Professional** | | **Branded Content** |
| **Video Skins/Bugs** | **Product Design**  **[PRE | DURING | POST]** | | **Co-op** |
| **Other** | **Account Specific** | | **Interactive TV/Video on Demand** |
| **Internal Marketing**  **[PRE | DURING | POST]** | **Promo Specific** | | **National Tagged Spots** |
| **Mobile/Tablet**  **[PRE | DURING | POST]** | **Professional Engagement**  **[PRE | DURING | POST]** | | **Product Placement** |
| **App** | **Closed Loop Marketing (CLM)** | | **Sponsorship** |
| **Display Ad** | **Congresses** | | **Spots** |
| **In-App or In-Game Ad** | **Continuing Engagement** | | **User Generated**  **[PRE | DURING | POST]** |
| **Location-based Communications/Real Time Marketing** | **Detail/E-Detail / Interactive Visual Aids (IVAs)** | | **Consumer Generated** |
| **Messaging/Editorial/   Content** | **Informational/Documentary Video** | | **Viral** |
| **Other** | **In-Office** | | **Word of Mouth** |
| **Other:** | | | |