



DON'T WRITE TO WIN

WRITE A STRATEGY THAT MAKES A DIFFERENCE TO YOUR CLIENT'S BUSINESS



***“I need a long copy
poster campaign,
with 3D type and
heavy craft.”***

EFFIE® SINGAPORE 2018
IF THEY'RE NOT REAL CLIENTS,
THEY'RE NOT REAL RESULTS.



**IF YOU CAN WRITE A
STRATEGY TO WIN YOUR
CLIENT BUSINESS,
YOU CAN WRITE AN EFFIE
PAPER THAT WINS YOU
FAME AND GLORY***



* or at least a handshake



1.B. BUSINESS BACKGROUND AND ROLE OF COMMS

1.C. AUDIENCE

1.D. OBJECTIVES

2.A. INSIGHT

2.B. IDEA

3. HOW YOU BROUGHT IT TO LIFE

4.A. RESULTS

4.B. WHAT ELSE COULD HAVE CAUSED IT?



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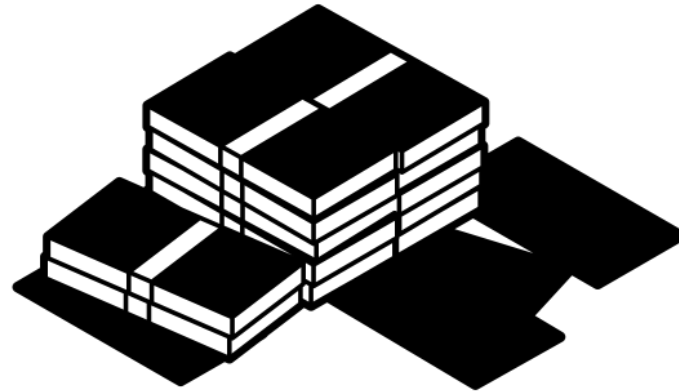
4.A. RESULTS

4.B. WHAT ELSE COULD HAVE CAUSED IT?

YOUR  **BRIEF**



1.B. BUSINESS BACKGROUND



YOU WOULD HAVE ASKED YOUR CLIENTS:
WHERE IS THE MONEY GOING TO COME FROM?



1.B. CHALLENGE FOR COMMS



**WHAT DO YOU NEED WHO TO DO
FOR THAT TO HAPPEN?**

YOU WOULD HAVE ASKED:
“WAIT, SO WHY ARE THEY NOT ALREADY DOING WHAT
YOU WANT THEM TO DO?”



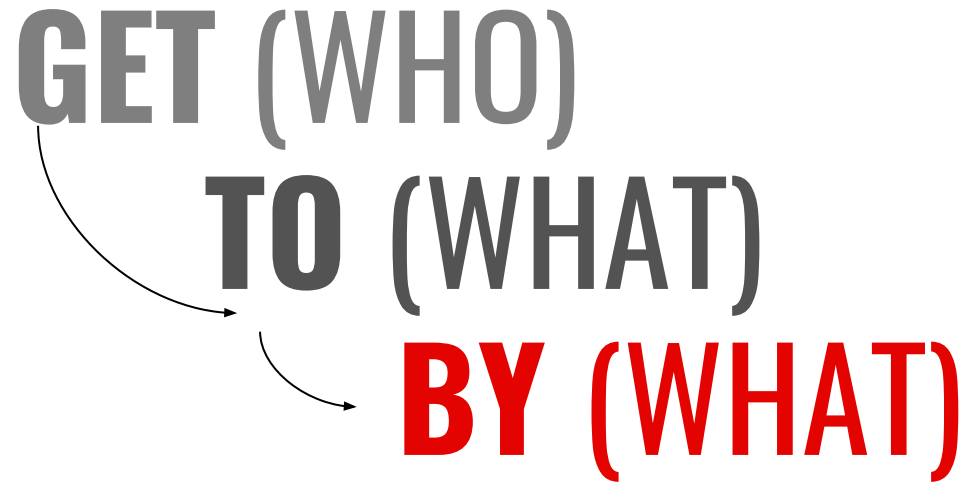
1.B. CHALLENGE FOR COMMS

YOU WOULD HAVE
SAID 'BRAND LOVE',
AWARENESS, ETC
IS A

COP OUT



GET (WHO)
TO (WHAT)
BY (WHAT)



1.C. AUDIENCE



**YOU WOULD HAVE TOLD YOUR CREATIVES THINGS
ABOUT REAL SINGAPOREANS**

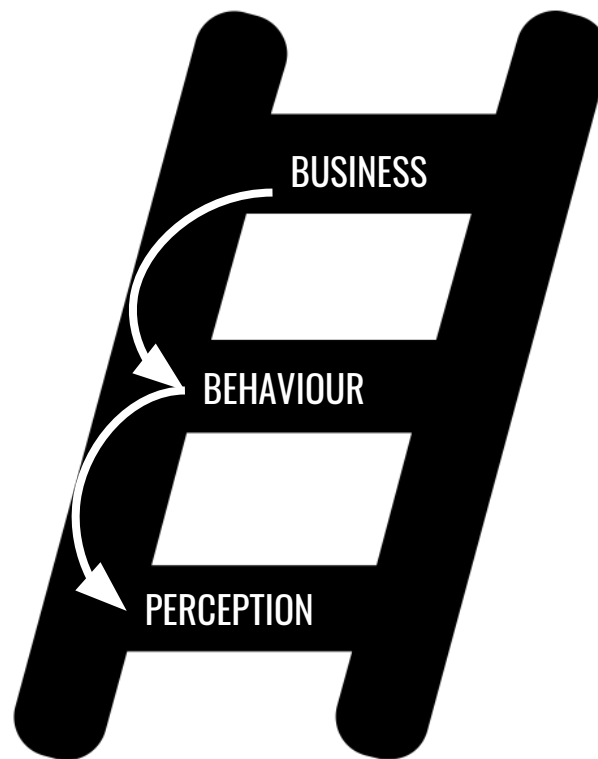
~~EVERYONE~~

~~ABC, F, 20-34~~

THEY ARE HUMANS: WHAT MATTERS TO THEM?
WHAT DO THEY CURRENTLY THINK, FEEL OR DO?



1.C. OBJECTIVES



**YOU WOULD'VE
CONNECTED
YOUR CLIENT'S
CASH TO WHAT
PEOPLE DO AND
WHAT IS GOING
ON IN THEIR
HEADS.**

(IF YOU DON'T WANT YOUR
CASE TO BE BINNED 1
MINUTE IN, ONLY SET UP
MEASURES YOU COULD
KNOW WHEN YOU WERE
BRIEFING.)



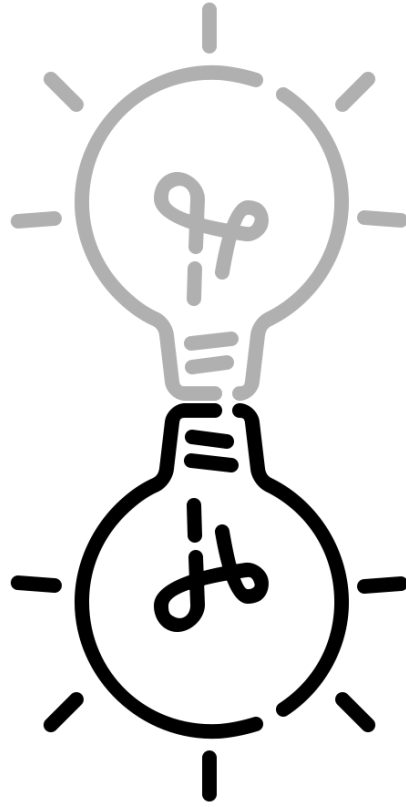
2.A. INSIGHT



YOU WOULD HAVE HAD A **NON-OBVIOUS THOUGHT**
ABOUT THE PEOPLE, PRODUCT, CULTURE, CATEGORY,
CHANNEL, ETC. **IN RELATION TO YOUR CHALLENGE.**



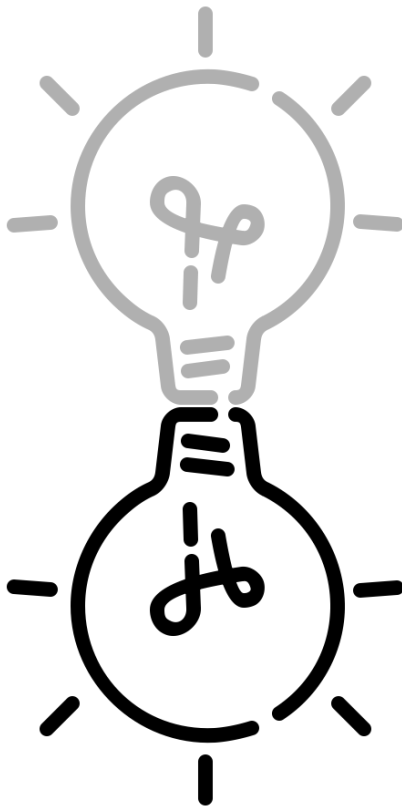
2.B IDEA



**YOU WOULD HAVE
FLIPPED THAT THOUGHT
TO ARRIVE AT ...**
WHAT YOU COULD SAY OR
DO TO CRACK THAT
DIFFICULT BARRIER YOUR
TEAM AND CLIENT IS FACING.



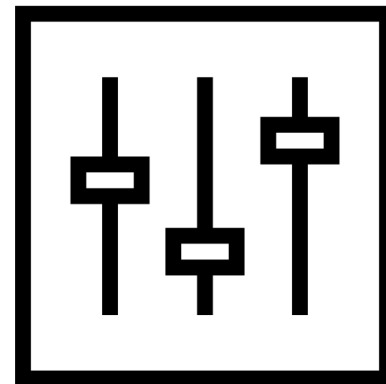
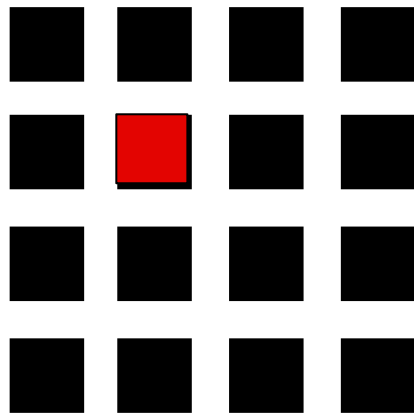
3. HOW YOU BROUGHT IT TO LIFE



YOU WOULD HAVE SAID ...
WE FOUND OUT ... (INSIGHT)
SO WE HAVE TO (IDEA)



3. HOW YOU BROUGHT IT TO LIFE



YOU WOULD HAVE DISCUSSED BEEN MANY WAYS TO
BRING YOUR IDEA TO LIFE, **AND FOUND GOOD
REASONS TO DO IT HOW YOU DID IT.**



** If you are thinking along about your case, the 10 sentences needed until here are basically your Effie.*



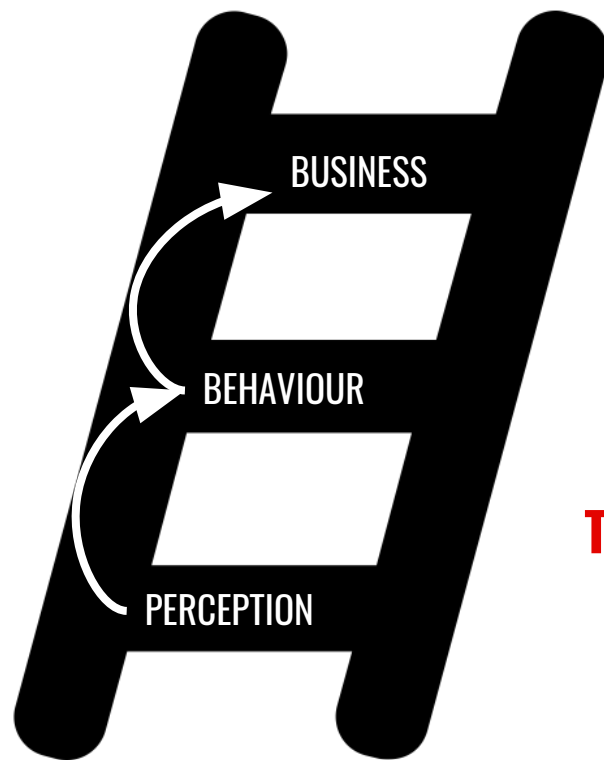
4.A HOW DO YOU KNOW IT WORKED?



**BECAUSE YOU
PLANNED AHEAD**
WITH YOUR
CLIENT TO SET UP
MEASUREMENT OF
EVERYTHING YOU
PLANNED TO
HAPPEN IN YOUR
STRATEGY.
(DIDN'T YOU?)



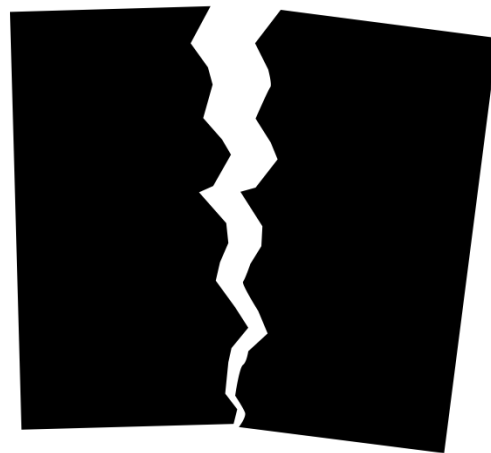
4.A HOW DO YOU KNOW IT WORKED?



(MAYBE YOU
EVEN
CALCULATED
**WHAT
WOULD HAVE
HAPPENED TO
THE METRICS IF
YOU HADN'T
DONE WHAT
YOU DID?)**



4.B REALLY?



**AS WELL AS LISTED UPFRONT THE OTHER
THINGS THAT COULD HELP OR HURT YOU.**

(THE QUICKEST WAY TO LOSE AN EFFIE IS TO TRY AND BE
SMART ON THIS QUESTION. DON'T BE.)



- 1.B. WHERE'S THE **MONEY** GOING TO COME FROM AND WHAT **BARRIER** STANDS IN THE WAY?
- 1.C. WHAT DID YOU TELL THE CREATIVES ABOUT THE **PEOPLE** YOU ARE TRYING TO INFLUENCE?
- 1.D. WHAT IS YOUR **LADDER** FROM BUSINESS DOWN TO PERCEPTION?
- 2.A. WHAT **NON-OBVIOUS** THING DID YOU REALISE TO BREAK THE BARRIER?
- 2.B. WHAT DID YOU DECIDE TO **SAY OR DO BASED ON YOUR NON-OBVIOUS FINDING?**
- 3. **OF ALL THE DIFFERENT WAYS OF EXECUTING IT, WHY DID YOU DO IT HOW YOU DID IT?**
- 4.A. CLIMB THE LADDER BACK UP FROM PERCEPTION TO BUSINESS
- 4.B. DON'T CLAIM IT ALL FOR YOURSELF



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