

effieAWARDS

SINGAPORE

Effective Entry Guide

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SCORING

Judges are asked to evaluate specific criteria in scoring a case's overall effectiveness, and to provide separate scores analyzing specific attributes on the following:

Challenge, Context & Objectives	23.3%
Insights & Strategic Idea	23.3%
Bringing the Idea to Life	23.3%
Results	30%



The judges' scores determine which entries become finalists and which finalists are awarded a Gold, Silver or Bronze Effie. Each level – Gold, Silver, Bronze, finalist – has a minimum score required in order to be eligible for advancement. It is possible that a category may produce one, two, three or four winners of any level or perhaps no winners at all.

NOTE: The Grand Effie trophy is awarded by a special jury that reviews the highest scoring gold winners of the year.



JUDGING PROCESS

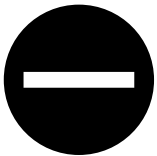


Because judges evaluate 6-10 cases, clear, concise, and cohesive entries stand out.

Be sure to tell a story, linking each section of the entry form to the next. As you write, think about how you can streamline your case into an easy read for the judges.



Judges will be looking at your case with a critical eye. Think through questions they may have and address them in your case.



Judges are matched with cases that do not prove to be conflicts of interest – judges cannot score cases from a brand they work on or a competitor of that brand. It is important to provide clear context for the brand's industry, as judges may not be aware of category nuances. Limit industry jargon & define any industry terms.

Two Phases of Judging

Round One	Final Round
<p>Each judge reviews 6-10 cases across a range of categories.</p> <p>New for 2021, judges can participate independently online or via a virtual group judging session. During group judging session, judges will have the opportunity to discuss each assigned case.</p>	<p>Finalists are reviewed against other finalists in the same category. Judges review 6-10 cases in a half-day group judging session.</p> <p>Judges discuss the merits of each finalist case.</p>
Both Rounds	
<p>The written case is reviewed before the creative work.</p> <p>Judges score each case individually.</p> <p>Judges provide written feedback for each case. <i>Entrants can access this feedback via the Insight Guide.</i></p>	

IMPORTANT -Go through the ENTRY KIT on Effie.sg for details of entry submission.

1. All entry forms and materials for Effie Awards Singapore 2022 **must be submitted online in the Entry Portal** at <https://effie-singapore.acclaimworks.com/uba/auth>.
2. On the Effie Sg website you will find documents to help you collaborate with your team as you prepare your entry. It mirrors the online entry form, providing you with all the questions as they appear in the Entry Portal. In the portal some questions have drop down lists for you to choose from - this template lists all options so that you can prepare in advance.
 - **Responses will need to be copied into the Entry Portal in order to submit your entry. Please give yourself enough time to transfer over responses to the portal in advance of your intended entry deadline.**
 - No softcopy entries will be entertained via email.

TOP ENTRY TIPS

1

“Start with the executive summary before you try to write individual sections. Get your overall story really strong, crisp, clear, and inspiring.”

2

“Be sure to provide context; most judges don’t know your category or what success looks like.”

3

“While all of the information is important, remember that this is read as one of many entries by judges. Go back and ensure that you are using the most impactful, focused information to help them make a decision.”

4

“The entrants who build their cases from a place of honesty, authenticity, and simplicity vs. marketing jargon were really the strongest.”

5

“Ensure that the ‘insights’ somehow tie to a human behavior. A data point is not an insight, it’s what the data point means to your brand, target or audience that makes it an insight.”

6

“Remember that communications strategies include both creative and media strategies - not just tactics.”

7

“Make sure your creative reel doesn’t just reiterate what you said in your entry. Use it to complement that information.”

8

“Connect results to objectives very clearly. Don’t try to fake it and write objectives to meet existing results. We can tell and will ding you for it.”

9

“Advertising principles should apply to case studies too: write them in a way that engages judges, focus on how your campaign helped achieve your brand's objectives and don't over-complicate it. Less is more!”

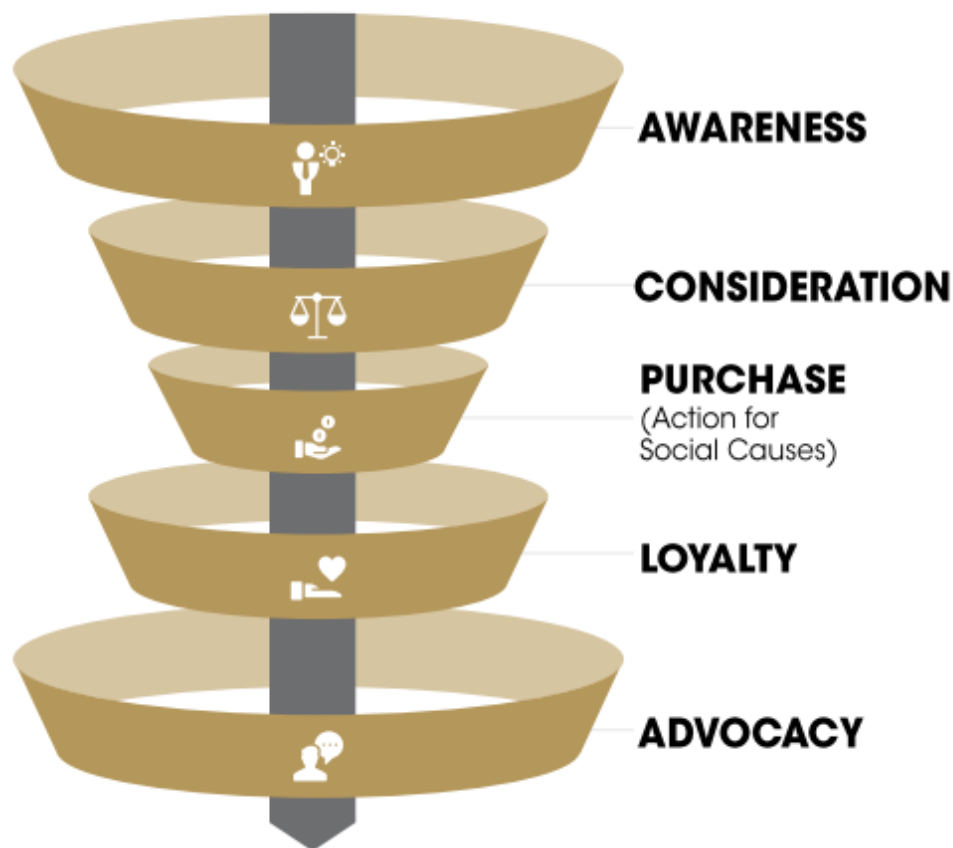
10

“Check for grammar, typos, math, and inconsistencies.”



OBJECTIVE TYPE GUIDE

For each objective, please select an Objective Type. Any type of marketing touchpoint can play a role along each step of the way (e.g. TV, digital, print, sampling, trial, pricing, packaging).



Objective Type	Definition for Products or Service Marketing	Definition for Non-Profit and Cause Marketing	Related Digital Marketing Terminology	Creative Tendency
Awareness	Knowledge and familiarity of brand, product or service.	Knowledge and familiarity of non-profit or institutional mission or cause.	Upper Funnel	Tends to focus on Emotional or Aspirational Story-Telling.
Consideration	Researching, receiving or obtaining additional details and evaluating a product or service.	Researching, receiving or obtaining additional educational information about the cause.	Middle Funnel	Tends to focus on functional benefits product design, ingredients, features or use experience.
Purchase/Action (Action for Social Causes)	Buying a product, service or subscription.	Making a charitable donation or taking other meaningful action to show for support the cause.	Lower Funnel	Tends to focus on commercial tactics.
Loyalty	Repurchasing a product, subscriptions or service or buying another product within the brand's ecosystem.	Repeat of charitable donation or other meaningful action o support for the cause.	Replenishment or Renewal	Tends to focus on commercial tactics.
Advocacy	Customers relay their own stories and experiences.	Supporters relay their support for the cause and/or their own stories and experiences related to the cause.	User generated recommendations, reviews, testimonials, comments.	Tends to inspire, celebrate and acknowledge customers.

OBJECTIVE TYPE EXAMPLES

Please note is list is not comprehensive. Effie welcomes entrants to define objectives and effectiveness in their own way.

Objective Type	Examples of General Objectives (Offline and/or Digital)	Examples of Digital Objectives			
		Site Traffic or App Use	Email or Digital Ads	Social Media	Actions on Site or In-App
Awareness	<ul style="list-style-type: none"> Brand Awareness Scores Achieve PR Impression benchmark Achieve instore display benchmark 	<ul style="list-style-type: none"> Increase in new site visitors Increase in Organic Search Traffic Increase SEO Keyword Positions 	<ul style="list-style-type: none"> Attribution from interest based or behavioral based Display or Ads 	<ul style="list-style-type: none"> NonPaid social media Impressions or Views NonPaid Follower Growth 	<ul style="list-style-type: none"> Achieve higher ranking within marketplaces
Consideration	<ul style="list-style-type: none"> Purchase Intent scores Achieve a marketing program participation rate benchmark Increase in Lead Generation Increase Shopper Marketing performance as part of marketing mix analysis 	<ul style="list-style-type: none"> Increase Direct site traffic Increase Referral site traffic Increase in time spent on site Increase in page views Decrease in bounce rate Increase video view completion rate Achieve a video view time benchmark 	<ul style="list-style-type: none"> New email sign ups Increase in email open rate Increase in email or ad clickthru-rate (CTR) Increase in email traffic 	<ul style="list-style-type: none"> Video % viewed Increase in CTR from non-paid Social Media Posts Increase in Social Media Follower base 	<ul style="list-style-type: none"> Increase click-throughs to product detail pages Increase free or discounted Trials Increase sample content downloads Achieved Webinar sign up or attendance benchmark
Purchase	<ul style="list-style-type: none"> Increase in \$ Value or Unit Purchase Amount Increase in AOV (Average Order Value) Decrease in Cost per Acquisition (CPA) \$ or Volume Market Share Increase in New Customers Increase in ROI or ROAS Increase in Lifetime Customer Value or 1-Year Customer Value, etc. Increase Average Selling Price Increase Basket Value 	<ul style="list-style-type: none"> Subscriptions Inproduct purchases Increase in Online Transactions Decrease in shopping cart abandonment 	<ul style="list-style-type: none"> Purchase attribution to email or digital ad 	<ul style="list-style-type: none"> Purchase attribution of social media ad, sponsored post or organic post. 	<ul style="list-style-type: none"> Increase in online transactions Increase share of online transactions as % of all transactions Increase Cart Value / AOV Achieve CrossSelling benchmark Achieve UpSelling benchmark
Loyalty	<ul style="list-style-type: none"> Increase in Repurchase Rate Increase in 1-year sign ups (vs. monthly sign ups) Increase in Customer Retention Increase Customer Renewal or Repurchase Rate Reduction in Customer churnrate 	<ul style="list-style-type: none"> Enrollment in auto-replenishment Achieve a Customer Lifetime Value benchmark 	<ul style="list-style-type: none"> Last touch attribution to email or digital ad towards repurchase 	<ul style="list-style-type: none"> Last touch attribution to email or digital ad towards repurchase 	<ul style="list-style-type: none"> Increase in Loyalty program sign-ups Increase in Auto shipment/Auto replenishment sign-up
Advocacy	<ul style="list-style-type: none"> Increase in customers / purchase via referrals Increase in positive customer referrals Achieve a Net Promoter Score benchmark Increase in word-of-mouth scores 	<ul style="list-style-type: none"> Increase product or page shares 	<ul style="list-style-type: none"> Increase in online reviews via CRM email prompt 	<ul style="list-style-type: none"> Increase in Social Media in non-paid shares or virility rate Increase in positive social media comments / likes 	<ul style="list-style-type: none"> Achieve customer review benchmark Achieve customer rating benchmark Number of productshares

TOP ENTRY TIPS

BEFORE SUBMITTING YOUR ENTRY...

- 👉 Ensure your entry speaks to the entered Effie category. Judges are scoring your case in the context of the Effie category definition. It should be clear to the judges why your work award-worthy in your Effie entry category.
- 👉 Review Process
 - 👉 Ask a strong writer or editor to proofread your case for spelling, grammar, logic flow errors, mathematical miscalculations, etc.
 - 👉 Share the case with someone who doesn't work on the brand, or even in the industry. Ask them what was unclear or where the case fell in interest.
 - 👉 Have senior team members on both the client and agency side review the case to ensure it is well-rounded in context and personality. Collaborate with partner agencies.
 - 👉 Look for past Effie judges within your company & ask them to review your entry.
- 👉 Think about what the judges may be skeptical of & address it.
- 👉 Review formatting requirements & reasons for disqualification.
- 👉 Ensure all data throughout the entry includes a specific, verifiable source.

JUDGE ADVICE: “Be extremely self-critical about the verbiage, story and length of your entry. The judges have limited time and are being asked to evaluate a number of different categories and cases. You have to be succinct and draw the judge in, along with sharing the results you captured through the program.”



TOP ENTRY TIPS

ENTERING MULTIPLE CATEGORIES

Review the definition of the category you are entering to ensure your case is eligible. Some categories require specific information to be included in your entry, and judges will deduct points if this information is not included. If you are unsure of your category, review past winning cases at effie.org or reach out to the Effie team with your concerns.

Entrants can submit an effort into a maximum of 4 categories, with no more than 1 Industry category or 2 Commerce & Shopper categories.

When entering multiple categories, ensure each submission speaks to the entered category. Judges evaluate effectiveness within the context of the category definition, so it is important that you clearly articulate your effectiveness in that category.

JUDGE ADVICE: “Craft your entry per category, instead of creating one case that fits all.”



ENTRY GUIDANCE

Effie entries, across all rounds of judging, are judged against the below framework for marketing effectiveness. Review the following pages for advice on each of Effie's four scoring sections.

Challenge, Context & Objectives

Questions 1A-1C

23.3%

Insights & Strategic Idea

Questions 2A-2B

23.3%

Bringing the Idea to Life

Question 3
Creative Work
Investment Overview

23.3%

The Results

Questions 4A-4B

30%

SCORING SECTION 1: CHALLENGE, CONTEXT & OBJECTIVES

Questions 1A-1C

This scoring section is the glue that shapes the other elements of the case. Elements are assessed for both suitability and ambitiousness within the framework of the strategic communications challenge.

Keep in mind that judges are looking for:

- 🏗️ Context that clearly frames the situation and the category, especially what success looks like in that particular category.
- 🏗️ The challenges of the marketing goal(s) in relation to the category/industry.
- 🏗️ Who the target audience is (attitudes, behaviors, culture, etc.), and why.
- 🏗️ Clear objectives & KPIs that relate to the business challenge, and are not retrofitted to match the results of the case.
- 🏗️ Explanation of the significance of the objectives to the brand and the business.

Judges often say that if this section is weak, the entire entry weakens because the context is needed to understand how big the idea was and how profound the results were.

SCORING SECTION 1: CHALLENGE, CONTEXT & OBJECTIVES

Questions 1A-1C

JUDGE ADVICE



“The best cases clearly articulated the challenge for the brand, the category and competitive landscape, and what the overall goals were. They also had KPIs that aligned well to that challenge that were clearly not retro-fitted to the resulting outcome.”

“Make sure the objectives are clearly defined. If awareness is the goal, what lift were you looking for and from where to where? Leaving the goals broad makes it hard to give credit for the difficulty of the challenge.”

“Share the context completely so judges understand the situation fully. Ensure that the difficulty in achieving the goal is clear and mitigate the impact of activity outside of the campaign.”

“Be SPECIFIC and measurable with your objectives. Help the judges understand the context of that goal/objective.”

SCORING SECTION 2: INSIGHTS & STRATEGIC IDEA

Questions 2A-2B

Judges evaluate how inventive and effective the Idea and Strategy were in meeting the communications challenge.

Keep in mind that judges are looking for:

- 🏗️ Insights – *not just facts or observations, but what came out from the data points/research*. State your insights and explain how you came to them.
- 🏗️ An understanding of why these insights are unique to the brand and are positioned to address your challenge and business situation.
- 🏗️ An explanation on how the insight links with the strategy, informed the strategic idea, brought to life the creative execution and ultimately, the results.
- 🏗️ The strategic idea that drove the effort and led to a solution. *This is not your tagline – it is the core idea that drove your effort and led to your results.*

SCORING SECTION 2: INSIGHTS & STRATEGIC IDEA

Questions 2A-2B

JUDGE ADVICE



“Insights need to feel new and different, with a sense of tension and actionability. The idea needs to take the insight and activate it in an interesting, compelling and useful way. And, most importantly, in a way that helps achieve your stated objectives.”

“The idea needs to tie directly back to the insight and not be the tactical execution that was deployed. The idea needs to be crisp, but also tell the judge enough detail so that it is easy to understand how the team arrived at this idea and why it is meaningful to the brand and campaign.”

“Find a real insight, not an audience observation or category convention. It should be a deep human truth that not only drives emotions and behavior, but enables the strategic idea and creative execution to be effective and successful.”

SCORING SECTION 3: BRINGING THE IDEA TO LIFE

Question 3 + Creative Work + Investment Overview

In this section, entrants should articulate the creative and media strategies (not just tactics) and how the idea was brought to life. Ensure your response details the ‘why’ behind your choices.

Keep in mind that judges are looking for:

- 👉 The direct connection between the creative/media strategies and the objectives and insights.
- 👉 The importance of each media/communication channel used for the case, and how each was used – why was your creative output and channel choices right for your specific audience and idea? Why did you choose these over others?
- 👉 A clear depiction of how the campaign was executed in the public marketplace. Was there a ‘path’ consumers were meant to go on, and what was it?
- 👉 The evolution of your communications over time. Did they change and how?

Investment Overview:

- 👉 Entrants will provide details on owned/earned/paid media, sponsorships, media partners, and touchpoints in the Investment Overview.
- 👉 Use the Media Budget Elaboration field to provide additional context for judges.

SCORING SECTION 3: BRINGING THE IDEA TO LIFE

Question 3 + Creative Work + Investment Overview

The creative reel is your place to show examples of your work – not repeat the written case.

Judges are required to review the written case before watching the creative reel – use the creative reel to showcase your creative work & complement your response to Question 3.

No results may be included in the creative reel.

Keep in mind that judges are looking for:

- 👉 At least one complete example of each integral touchpoint.
- 👉 The strategic idea in action – how it was brought to life.
- 👉 More creative work versus setup/retelling of the case.

JUDGE ADVICE: “The creative reel should showcase all of the work that I've just read about and want to see. I would rather clearly see the different executions over hearing setup.”



SCORING SECTION 3: BRINGING THE IDEA TO LIFE

Question 3 + Creative Work + Investment Overview

JUDGE ADVICE



“Integrate the media strategy and show how it links to the full execution and influences the creative strategy. And, explain how it evolved with the campaign.”

“Give rationale for why these specific channels were selected. Why are they meaningful to the audience and the challenge? How and why did you place importance on some channels over others? ”

“Keep the storytelling and results out of the creative reel, and highlight the creative, especially the different executions. The more different types of creative shown, the better. I took the judging seriously and read through the written case carefully, so there was no need to duplicate the story - what I was missing was how everything was brought to life.”

“Be sure the written case and video complement each other and do not repeat each other. It isn't about the quality of the video itself but more about the content.”

SCORING SECTION 4: RESULTS

Question 4A-4B

Judges are looking for direct correlations between the objectives and the results of a case.

- 🏗️ Explain how the results impacted brand and the brand's business.
- 🏗️ Make a compelling argument around why the communications led to the results achieved.
- 🏗️ Provide context with historical data, industry benchmarks, competitors, etc.
- 🏗️ If you achieved additional results, explain what they were and why they are significant.
- 🏗️ Address other factors that could have contributed to your results, whether positively or negatively.
- 🏗️ When key metrics are withheld without explanation, judges may assume it is because the results were weak.

SCORING SECTION 4: RESULTS

Question 4A-4B

Entries range from small cases in regional markets to nationwide blitzes. Judges take into account the environment in which each case exists. It is important to **include category/industry and year-over-year context**, as judges may not be knowledgeable of the nuances of your particular industry. For example, a small percentage move in a highly segmented, high volume category may be more difficult to achieve than a large percentage change in another category. Explain your business situation to the judges.

Charts and graphs are useful tools to present your data clearly. If needed for confidential reasons, proof of performance may be indexed or provided as percentages. If you cannot provide certain business results, explain why you cannot or why they are less important. Think through creative & meaningful ways to present the significance of the results you cannot share. For example, the results achieved were the equivalent of opening up a new 200,000 square foot store in the region.



SCORING SECTION 4: RESULTS

Question 4A-4B

JUDGE ADVICE

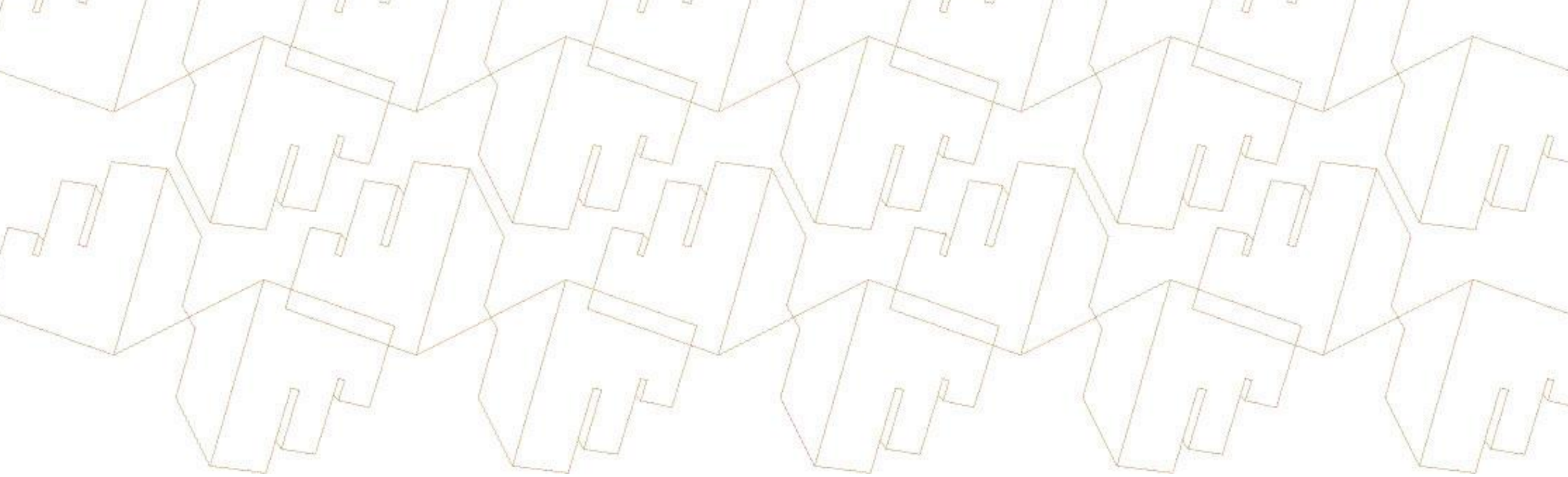


“Make sure you provide context. If you show results, help the judges understand if the results are good and why. Explain what the numbers mean.”

“Don't fudge the results. Your peers will know. Honesty is more effective. We have all had wins and we have all had fails. Every campaign does not need to be perfect.”

“Tie together the story of how your work drove the results - the best cases did this seamlessly, the worst cases just threw the results out there as somehow a self-evident proof of the value of the work without explaining why or how.”

“Don't get caught lowballing or avoiding inconvenient other factors - judges are looking for it. Admit more and provide real-world context: give credit to things like economic trends in addition to your campaign. You'll gain credibility by being honest about all the factors that created success.”



effieAWARDS

SINGAPORE

Specialty Jury Advice

LOCAL JURY COMMENTS

Business Achievement Categories

“This is a global campaign where the advertisement was also ran in Singapore as one of the roll-out market. However, it has not shown how it has been adapted locally based on the bank's understanding of the market.”

“Disarmingly simple storytelling adds to the lasting impact, memorable creative treatment.”

“Trade is a very dry subject. I like the way the emotionalized the subject and linked it back to the over all brand idea.”

“While a relevant and useful product, not very clear how it is distinctive from others in the market or what the real impact was”

“It is a case of product development which met a new need in the market. It resulted in some press coverage based on the product but not necessarily led by an insight or creative campaign. The business results are also lacking in punch. “

“Results Does not answer fundamental questions, or answers them in the wrong section. Nice idea, but does not explain how it affected anything and appears like a stunt rather than meaningful difference.”



LOCAL JURY COMMENTS

Industry categories

“Great results in a short time frame with a tiny budget. The idea reinforced the strategic proposition: playful learning. “

“The insight is spot-on. To address the underlying issue behind children's disengagement with the language, the campaign was crafted to address it. The leads generated for the business is strong. “

I wish the entry was able to identify whether the actual teaching itself was differentiated. As is, this remains a recruitment promotion.

“A strong small budget campaign. Clever execution and fantastic results. It would have scored higher if it was a sustained programme.”.

“Clever, different and refreshing to see a promotion here. Clear insight, idea and execution. Only some questions on objective setting and results (why are they meaningful).”

LOCAL JURY COMMENTS

Industry categories

“Fundamentally, it was leveraging 'speed' to capitalize on spends - which would have happened even without the campaigns as lockdown trigger more purchase on ecommerce, delivery platforms and supermarkets. Results were not verifiable. “

“It is great to contrast how people focus more on their physical health more than their financial health. However, I am missing the creativity beyond showing the facts behind people's behavior. I struggle to see how that has led to a change in actions. “

“Confusing idea. Feel that the segue from wealth to health could have more clearly communicated. Objectives could have been set up in a more quantifiable way.”

“A powerful emotive hook to drive awareness about a financial topic in a way that feels very relatable to the audience”

“Love the insight and some really strong results. ...”

“The findings around millennials seem a bit generic and no numerical results”

“



LOCAL JURY COMMENTS

Industry categories

“There was no supporting data on the business results, making it hard to judge the effectiveness of the campaign.”

“Great contact insight but zero elaboration on results let this entry down”

“Like the idea of conscious revolution but don't really see how this was brought to life in the campaign and capitalized on the insight. Also the results seem a bit wooly and could have been expressed in a more succinct quantifiable way.”

‘A bold initiative coupling a powerful and relevant message of positivity and resilience with real actions to make a difference in the community’

‘Strength lies in the holistic rollout of the campaign, where each touchpoint / initiative was targeted to address issues people and the nation faced when pandemic hit - unemployment, purpose, disability. It ties up nicely with the product offering of insurance coverage. ’

LOCAL JURY COMMENTS

Industry categories

"There is some difficulty to distinguish between communication and country politics here given the nature of the communications around a global pandemic"

"Love the coordinated and comprehensive nature of this campaign across so many varied touch point and some really impressive results. Also well structured across the phases.

"Straightforward big idea. Question on whether reaching people with the might of spending, channels and media power constitutes as effectiveness. What about perception, behaviour?"

"The big factor on this one was the amount of partners recruited and the number of premises covered. Other results impressive, too."

"The entry could have been written with greater clarity, but the change and impact to outcomes created form the work is strong."

LOCAL JURY COMMENTS

Specialty categories

“Brilliant insight around unconventional non-academic intelligence that was fully brought to life in an idea that allowed the target audience to experience using their 'non-academic' intelligence. Also managed to work around a small budget in a way that didn't feel they had to compromise on the idea. “

“...And this campaign successfully achieved it. But the consumer insight portion was lacking. Just seemed like an idea they wanted to do and so just went ahead with it. “

“.....and the like is a very common sustainability initiative that almost all companies take. This initiative does not really stand out. The media budget spent isn't small. A large proportion of it was spent on print and OOH, however, the % of people that saw this campaign wasn't as high, within their target audience. The audience itself that was defined was too broad. Most importantly, I did not see much evidence of a sustained effort to truly make a difference in this space. It seems like a one time effort. There were not too many partnerships forged and leveraged, which is quite important in making these efforts meaningful. The results are good but not overly impressive.”

“What's the outcome? Very high awareness and getting the public committed but why ... not tracking the actual results - did it improve? Is TVC relevant”

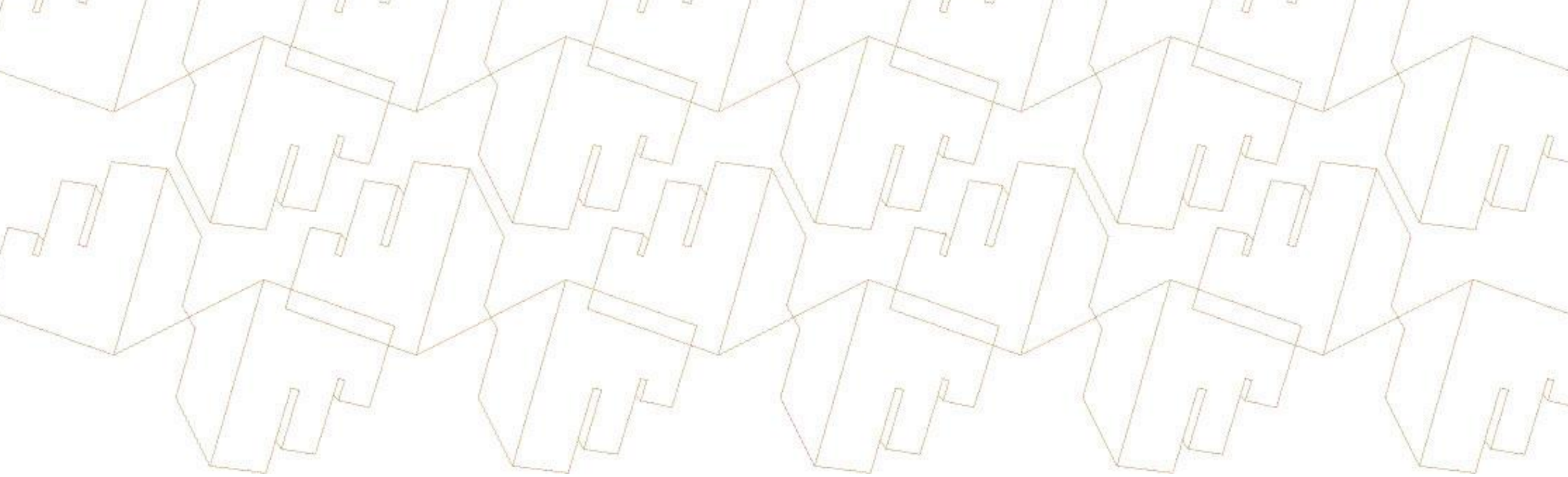
LOCAL JURY COMMENTS

Specialty categories

“In the result section, the figures are artificially overblown (..pts --> x00% above target, etc.) which impacts the paper credibility.”

“Some individually strong execution, let down by lack of clarify on what the actual challenge was and why it mattered, not really coherently executed under a single strategic big idea. Results overall seem solid (as one would expect when spending millions), but KPIs seem to have been set artificially low.”

“This campaign lacks a distinctive idea (seems like a lot of different tactics)and falls a bit short on showing real impact”



effieAWARDS

Worldwide

Additional learnings....

Specialty Jury Advice

SPECIALTY JURY ADVICE

COMMERCE & SHOPPER EFFIES

“It's very important to clearly lay out what's happening for the brand, the category and the retailer. The more specific the context on the situation and the shopper challenge, the better.”

“There should be a shopper insight that uncovers a need (perceived by shoppers or not) that can be solved for or a beneficial behavioral change that can be made. Get into the details of retail activation when applicable.”

“Take time to write a great case study that reads like a story and has the facts to back it up. Define who the consumer is and who the shopper is; are they one in the same or different and who are you speaking to?”

“Make sure your results are commerce driven. Doesn't have to be all sales, store traffic and brand consideration are important as well. But without the results there is no award.”

“It takes more than simply being a retailer or having retail components to qualify ideas for shopper marketing. Focus your entry on the detailed integration of how you drove trips and conversion.”



SPECIALTY JURY ADVICE

HEALTH & WELLNESS EFFIES

“Show how your efforts have a positive effect on business or health outcomes.”

“It is helpful to call out regulatory challenges and context.”

“Of course if it moves market share, but more importantly how does what we do effect the individuals who need the treatment or those prescribing it. We gauge our creative output by seeing if it improves people's lives. If we can do this through information, tools, connection or other ways then we have been successful.”

“Given the challenges in healthcare with providing professional context, consumer competitors, market coverage, help frame how difficult it is to achieve results through creative DTC campaigns.”

“Has it found a deep insight or customer audience truth? Has it successfully leveraged that insight? Has it produced provocative, surprising creative that will capture the attention of our customers and get them to engage in our experience?”



SPECIALTY JURY ADVICE

MEDIA EFFIES

“Given these are media entries, the media strategy needs to breakthrough above the campaign idea. Detail a strong translation of the media strategy to execution.”

“Clearly explain the media, data and/or partner selection.”

“More directly emphasize the role of media as it is related to strategy development and creative execution. Given that the lines are often blurred, what was media’s specific contribution in fueling the idea?”

“Make media the centerpiece of your entry. Utilize the creative reel to showcase media, not just creative. Thoughtfully visualizing how the media tactic contributed to bring the user experience/journey to life.”

“Entries in the Media categories, specifically the Media Idea category, should present a media idea that is uniquely tied to the brand, with a unique use of media.”

“If you are entering the Media Innovation category, be sure to be crystal clear in pointing out the innovation.”



SPECIALTY JURY ADVICE

POSITIVE CHANGE EFFIES

“Be sure to describe the social issue being addressed with some detail, and why it was a good fit for your brand and/or organization.”

“The scope of the behavior change is very important to address. Help judges understand how wide the effect was and what that meant.”

“Clearly link the marketing to the change achieved – the award recognizes the most effective marketing that drove behavior change of a sustainability goal. Make sure as part of this to articulate what the change in sustainable behavior meant for the brand and organization.” “

“What was it about this initiative that was sustainable? Tell us in a nutshell what the increase in sustainability is.”

“Provide clear, true results - a clear sense of how the needle moved in terms of actual awareness of the issue and change.”



**Wishing you success
in this year's competition!**

Entry Questions? Email Ami at events@aams.org.sg

Disclaimer: The insights presented in this guide come directly from the jury. These statements do not represent the opinions of Effie Worldwide organization, board of directors, steering committee, or staff – all comments and data presented – except for the specified Effie advice – are straight from the industry executives who dedicated their time to serve on an Effie Jury.

