



effie AWARDS

SINGAPORE

2022 Entry Kit

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INTRODUCTION

EFFIE AWARDS

More than 50 years of effectiveness.
More than 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 2022 Effie Awards Singapore represents more than 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 strategic 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 2022?

All entries must be submitted via the portal link

<https://effie-singapore.acclaimworks.com/uba/auth> (Please refer to Entry Kit pages 4 & 43.)

There are 3 Entry Form types to select from General, Sustained Success and Performance Marketing.

You may enter a campaign into a maximum of 4 categories (1 Industry category + 3 Specialty Categories or 4 Specialty Categories), with no more than 1 Industry category and no more than 2 Commerce & Shopper categories. If entering in 2 Commerce & Shopper Categories, the same case can then enter in additional 2 Specialty categories. You will need to submit a separate entry and pay separate entry fees for each category submission for a campaign.

Please use the respective Entry Form for "Sustained Success" and "Performance Marketing" categories.

Each entry should be customized to speak to the specifics of each entered category. Judges frequently express it is difficult to properly evaluate a submission when the entry wasn't tailored for the entered Effie category.

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 32 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 33 for more details.

Introduction of Secondary Individual Credits - Entrants may now credit up to thirty individuals from any of the credited companies. Only the first ten individuals may receive recognition in the Effie Worldwide Case Study Database and appear in the Effie Awards Singapore Journal. Please refer to Entry Kit page 36 for more details.

HOW DO YOU ENTER AN EFFIE?

1. All entry forms and materials for Effie Awards Singapore 2022 will now **be submitted online in the Entry Portal** at <https://effie-singapore.acclaimworks.com/uba/auth>. Registration is required only one time for the submitter of entry(s).
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.

SEEN BY JUDGES:

- Written Entry Form (Entry Details/Executive, Summary, Questions 1-4, Investment Overview) Creative Examples (Creative Reel, Images)
- Please use the respective Entry Form for "Sustained Success" and "Performance Marketing" categories.

ADDITIONAL REQUIREMENTS FOR SUBMISSION:

- Case Background
- Company & Individual Credits
- Publicity Materials
- Other publicity to be **uploaded** – image, logo
- Permissions, Authorization & Verification of Entry – to be signed and **uploaded**

3. Payment information will need to be submitted in the portal before Entry can be submitted. Entry can only be submitted after you have selected a payment option. Payment can be made via **bank transfer or paypal**.

Kindly email a copy of the payment advice to events@aams.org.sg by the stipulated deadlines detailed in page 7. **Do indicate your invoice number in the bank advice. (ref pg 42)**

* Refer to Entry Kit page 44 for summary of submission.

Important Reminder: Please thoroughly review all the information regarding how to enter, eligibility, etc. for Effie Singapore 2022 competition. Ensure all check boxes are marked. **Entries that do not adhere to the requirements will be disqualified and fees will not be refunded.**

ELIGIBILITY

1. Campaigns/marketing efforts that ran in **Singapore** at some point between **1 February 2021 and 15 March 2022** 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.
Exception: If work launched in January 2021 or ended in April 2022, you may include data and creative work from that period for review by the judges. Further, results collected between 16 March 2022 and 15 April 2022 that are directly tied to marketing activity within the eligibility period (through 15 March 2022) may be included.
 - Work may have started running before 1 February 2021 and it may continue running after 15 March 2022. 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 2019 and at least 3 years of results are required**, and entries must include results from the current competition year: **1 February 2021 and 15 March 2022**.
 - Work must have started running before 1 February 2019 and it may continue running after 15 Mar 2022. If you wish to provide work and results prior to 2019, 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.
2. 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 a campaign into multiple categories (1 Industry category + 3 Specialty Categories or 4 Specialty Categories), with no more than 1 Industry category and no more than 2 Commerce & Shopper categories, **tailor each entry to speak to the specific category definition.**
3. A single effort cannot be submitted by different organizations in the same category. 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 via the Portal

Entrants are to submit the following for each entry via [the portal](#). (Please refer to page 4 & 43 for full details)

- 1. A creative reel** that should showcase the creative that brought the big idea to life. At least one example of each integral touchpoint must be shown. To keep the focus on the creative work, judges recommend that 70% of the reel is spent showing examples of creative work the audience experienced, or other materials created to bring the idea to life internally or externally. There may be situations where this is not possible. In those instances, ensure that the judges are seeing a breadth of your work. It should not exceed 3 minutes duration across all categories and 4 minutes duration for “Sustained Success” category. The Performance Marketing category allows more options on the creative reel.
Please refer to Entry Kit page 32 – 35 for more details. Only .mp4, .mpg and .mov format High Resolution: 16:9 at 1920x1080 formats are acceptable (not exceeding 250 MB file size). No results (of any kind) may be included – this will result in disqualification.
- 1. 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. To insert charts & graphs in your responses in the Entry Portal, save each chart/graph individually as a .jpg and .png image (700-900 pixels wide or tall recommended). Ensure charts & graphs are sized so they are legible when viewed on display screens. Only .JPG and .PNG formats are acceptable (not exceeding 5 MB file size per file).
- 2. Creative images** 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 33 for more details. Only .jpg and .png formats are acceptable (not exceeding 15 MB file size per file).
- 3. 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). Missing Translation. All non-English creative work must include translation via subtitles or the Translation field on the Creative Examples tab.

TOP TIPS FROM THE JURY

- a) **BE CLEAR, CONCISE, COMPELLING & HONEST.** Judges evaluate 6-10 cases in a session – shorter, well-written entries stand out. **CONTEXT IS KEY** Judges typically do not work in your category & may not know your brand. Provide judges with the context to understand the degree of difficulty for your challenge & the significance of your results. Limit industry jargon & define all terms. Do not direct judges to visit external websites – the judges can only review the content provided in your written entry and creative examples.
- b) **SPEAK TO THE ENTRY CATEGORY** Judges evaluate work on effectiveness in the context of the entered category. Be sure your stated goal & results align.
- c) **TELL A STORY** Write your entry with your audience, Effie Judges, in mind. Judges are looking for an engaging, clear story that links each section of the form together. Judges will be evaluating your work with a critical eye – address questions you think they will have. **REVIEW** Ask colleagues who do not work on the brand to review the entry. Ask what questions they have – what was unclear? Where did the case fall flat? Ask a strong proofreader to review the entry. View additional tips from the Jury in the [Effective Entry Guide](#).

DEADLINES & FEES (to be made through portal)

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

Submission Dates	Members	Non-Members
Early Bird Deadline (by Monday, 4 April 2022)	SGD488	SGD620
Entry Deadline (by Monday, 11 April 2022)	SGD688	SGD850
Final Deadline (by Monday, 18 April 2022)	SGD828	SGD950

CATEGORIES

Your campaign/efforts can be entered into a maximum of four categories. Of those four categories, only one category submission may be a Industry category. You are not required to enter a Industry 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 Singapore reserves the rights to re-categorize campaigns, split/redefine categories and/or refuse any entry at any time.

INDUSTRY CATEGORIES

- 1. Agricultural, Industrial & Building.** All related products, materials, tools and services.
- 2. Automotive - Aftermarket.** Gasoline, motor oil, tires, batteries, paint, quick-lube, oil change, muffler, transmission, windshield wipers, enhancements, etc.
- 3. Automotive - Vehicles.** Cars, trucks, motorcycles, vans. Both brand and model advertising.
- 4. Beauty & Fragrance.** Includes cosmetics, fragrances, hair products, nail products, skincare treatments, salons, spas, etc.
- 5. Beverages - Alcohol.** Beer, champagne, liquor, wine, hard seltzers, wine coolers, etc.
- 6. Beverages - Non-Alcohol.** Diet and non-diet soda, coffee, tea, juices, milk, milk substitutes, bottled water, sparkling water, etc.
*Note: For energy drinks, please see the **Fitness & Wellness category**.*
- 7. Business & Office Supplies.** Business cards & professional printing, office equipment including printers, copiers, supplies, furniture, etc.
- 8. Culture & The Arts.** Museums, plays, immersive experiences, music organizations and festivals, concert series, cultural festivals, theater festivals.
- 9. Delivery Services.** Couriers, package/freight shipping, food & drink delivery, grocery delivery, flower/gift delivery, overnight delivery, package tracking, international service, etc.
- 10. Education & Training.** Includes all educational organizations and institutions, training programs, job/career sites, etc.
- 11. Electronics.** TVs, radios, mobile devices, home entertainment, laptops, tablets, cameras, smart home devices, computer hardware, game consoles, drones, external or integrated VR/AR devices, sound systems, etc. Electronic devices may be aimed at consumers or businesses.
- 12. Entertainment & Sports.** Includes all forms of entertainment, including movies, TV shows, podcasts, books, music, comics, games, toys, entertainment apps, etc. Sporting events such as the Super Bowl, sports teams, etc.
*Note: Please see the new **Gaming & E-Sports category** for video games.*

INDUSTRY CATEGORIES

- 13. Fashion & Accessories.** Includes all apparel, accessories, jewelry, styling services, clothing rentals, etc.
- 14. Finance.** Financial products and services including: overall corporate/brand image and capabilities of a financial institution; specific products or services including credit/debit cards, reward/loyalty cards, financial planning, mobile payment services, retirement funds, investment, home banking, loans, mortgage, mutual funds, etc.
- 15. Food.** Fresh, packaged and frozen foods.
*Note: For snacks & desserts, please see the **Snacks & Desserts category**.*
- 16. Gaming & E-Sports.** All forms of e-sports and single and multi-player video games, including virtual reality, arcade, console, mobile, online & computer games.
- 17. Government & Public Service.** Municipal or state economic development, lotteries, utilities, civil, diplomatic or armed forces, parks, libraries, public services, etc. Includes political messages and recruitment efforts.

***Health & Wellness*:** please refer to page 22/23 for Industry and Specialty categories under this sector.
- 18. Home Furnishings & Appliances.** Kitchen and laundry appliances, air conditioners, carpeting, furniture, decorator's supplies, paint, wallpaper.
- 19. Household Supplies.** Cleaning products, waxes, detergents, floor-care products, fabric softeners, paper products, lawn care, etc.
- 20. Insurance.** Marketing promoting specific products or services related to insurance and the capabilities of financial institutions offering these services. All types of insurance are eligible (home, auto, financial, life, travel, business, etc.), with the exception of health insurance service providers – efforts for health insurance companies must be submitted into Healthcare Services.
- 21. Internet & Telecom.** Mobile network providers, high speed internet access services, online services, bundled communications (internet, telephone, and TV), etc.
- 22. Leisure & Recreation.** Products and services aimed at hobbies, leisure, and recreation, including, but not limited to: dating services/apps, wedding planning platforms, personal development/improvement programs/apps, genetics/ancestry testing services, sporting and camping goods/services, etc.
- 23. Media & Entertainment Companies.** TV networks, streaming services, websites (entertainment, lifestyle, news, trade, etc.), magazines, newspapers, consumer or trade media, radio stations, broadcasters, etc.

INDUSTRY CATEGORIES

NEW:

- 24. New Product or Service Introduction**
25. New Product or Service Line Extension.

New this year, entrants may choose between New Product or Service Introduction OR New Product or Service Line Extension.

Any effort used to introduce a new product or service that is not a line extension may enter. Brand new products or new products in a new category are required to enter this category instead of their industry category.

New line extensions can either enter the Line Extensions category OR their industry category.

Effie defines line extension as:

- Any variation of an existing product that 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 (flavor, 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 (e.g. Diet version of drink)

In both categories, entry must be written to address how your product/service was new and the situation you faced as a result of it being new. For example, what specifically was new? Why did the newness matter? Write the entry to address the category situation (new product/service introductions/line extensions) similar to what you would do when writing your entry to address a category situation like sustained success, etc.

- 26. Non-Profit.** Not for profit organizations of all types – includes charitable, social, civic, advocacy, trade, special interest, religious, etc. Includes membership drives, recruitment, fundraising, etc. **Special note:** *Non-Profit health advocacy & awareness campaigns should enter under the Disease awareness & Education –Non-Profit specialty category.*
- 27. Personal Care.** Soap, oral care, face & body lotions and cleansers, basic eye and ear-care products (e.g. cotton swabs, eye drops, etc.), deodorants, feminine hygiene products, razors, shaving cream, etc.
*Note : Items focusing on beauty should be entered in the **Beauty & Fragrance** category.*
- 28. Pet Care.** Animal care products and services of all types, including food, toys, veterinary and boarding services, training, breeders.
- 29. Professional Services.** Includes services such as accounting, consulting, legal, staffing, recruiting, real estate, domestic services, etc.

INDUSTRY CATEGORIES

- 30. Restaurants.** Quick service, casual dining, mid-scale, white tablecloth and other restaurants. Any type of restaurant may enter.
- 31. Retail.** Open to all retail companies (online and/or brick & mortar) with general or specific merchandise. E.g., department stores; clothing, shoes or jewelry stores; grocery stores; home & garden stores, movie/book stores; discount/bulk retailers; pet care; toy stores; specialty stores; convenience stores; etc.
- 32. Snacks & Desserts.** Ice cream, candy, chips, cookies, bakery items, nut, fruit & vegetable snacks, popcorn, etc.
- 33. Software.** Software, groupware, operating systems, SaaS/IaaS and Cloud based services, software/apps stored locally on a computer/tablet/mobile device, etc.
- 34. Transportation.** Air, train, bus, taxi, rideshare services, subway systems, bike shares, scooter shares, car rentals, ferries, etc.
- 35. Travel & Tourism.** Cruises, hotels, resorts, amusement parks, travel websites and booking services, travel tours, tourism campaigns, etc.

***Health & Wellness*:** please refer to page 22/23 for Industry and Specialty categories for this sector.

SPECIALTY CATEGORIES

AUDIENCE CATEGORIES

36. Business-to-Business – Products/Services

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.

Multicultural

37. Multicultural – Non-Profits

38. Multicultural – Products/Services

Any effort whose success was dependent on effectively and authentically connecting with a specific cultural or ethnic group. If the entry had multiple audiences, it is necessary to demonstrate results for the specific audience detailed in the entry.

Identify any elements in the creative work or strategy that are specifically directed to this community and any relevant cultural differences, dynamics and/or nuances, traditions, values, linguistic characteristics, and their significance with respect to your submission. Judges may not be familiar with your particular segment, so this is your opportunity to showcase the details that they may miss.

39. Youth Marketing – Products/Services

This category will honor those efforts that successfully communicate to teens or young adults.

Your entry should be written in a way that identifies how the case was created and specifically directed to this audience and how it succeeded.

Identify any elements in the creative work or strategy that are specifically directed to the youth market and any relevant dynamics and/or nuances, trends, values, linguistic characteristics, and their significance with respect to your submission.

Judges may not be familiar with this particular youth audience, so this is your opportunity to showcase the details that they may miss.

SPECIALTY CATEGORIES

BRAND CONTENT, ENTERTAINMENT & EXPERIENTIAL MARKETING CATEGORIES

40. **Brand Content & Entertainment – Products/Services**

This category is for efforts that effectively reached their audience through the creation of original branded content that is not advertising. The core of a branded content entry should be content designed to be consumed/experienced and sought out by the consumer for entertaining or informative reasons. 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 and can include longform entertainment.

Note: Judges will expect to understand why branded content was chosen as a tactic.

41. **Brand Integration & Entertainment Partnerships**

This award will honor those brands that have effectively reached their audience via strategic integrations & entertainment partnerships. Submissions should detail how the brand was seamlessly interwoven within the right content in an engaging way. Detail the strategic reasoning behind the partnership – why was this partner chosen over others? Clearly detail the selection process of the partner, and explain how this partnership led to the results that met the objectives of the brand.

Experiential Marketing (Formerly Brand Experience)

42. **Experiential Marketing: Live**

43. **Experiential Marketing: Digital**

44. **Experiential Marketing: Live & Digital**

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. Work that truly brought a brand or product to life 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 “brick and mortar” retail overhaul; you could have created a new game, an alternate or virtual reality experience or interactive/immersive 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 show how advertisers are reaching out to their audiences to establish meaningful relationships, memorable, engaging experiences, and unique connections with their brands.

Entrants must address how the experiential marketing related back to the overall brand strategy. Judges will expect to understand the ‘participation’ in the experience as a core factor.

As with all Effie categories, you can enter whether your work brought the brand to life as the entire marketing effort or as part of the larger marketing program.

SPECIALTY CATEGORIES

BUSINESS ACHIEVEMENT CATEGORIES

45. **Corporate Reputation**

This category is for marketing efforts that promote corporations, not exclusively their products. Includes sponsorships, image & identity. In addition to presenting metrics related to the reputation, entrants are encouraged to also address how these metrics relate to the business of the brand and why they are important.

46. **David vs. Goliath**

This is an award for smaller, new, or emerging brands:

- making inroads against big, established leaders
- taking on “sleeping giants”
- moving into a new product/service field beyond their current category and set of competitors to tackle a dominant leader

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.

47. **Marketing Disruptors – Products/Services**

This award is for efforts that grew their business / brand by changing the marketing model in ways that drive the industry forward. A marketing disruptor of any size can enter. Entrants must detail the marketing challenge, the competitive landscape and how they succeeded by changing the existing marketing model for the brand / category.

Judges will deduct from your case if you do not clearly articulate how your marketing was disruptive for the brand/category.

48. **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 and strategy as part of the entry context. Also, provide detail on the length of the renaissance.

SPECIALTY CATEGORIES

Small Budgets

49. Small Budgets – Non-Profit

50. Small Budgets – Products/Services

Cases eligible for this category must represent the only marketing efforts for this brand (brand defined as listed in the “brand” question of the Effie entry form) during the time period that the effort entered ran. To be eligible, an entry may not be for a line extension.

Effie defines line extension as:

-a variation of an existing product with the same brand name and same category but with a new characteristic, a derivative of the product or service that offers modified features without significantly changing price;

-a product bearing the same name and offering a varied option (e.g. new flavor, diet version, etc.).

Value of donated and non-traditional media as well as activation costs must be included.

Budget eligibility is as follows:

- Local Efforts: US\$110,000 and below (SGD\$150,000)

Sustained Success

51. Sustained Success – Non-Profits

52. Sustained Success – Products/Services

Efforts that experienced sustained success for **at least three years** are eligible for entry. At a minimum, you must include at least three years of creative work and case results, and you must include the current competition year’s results. Work must have a common objective in both strategy and creative executions; with a continuation of core executional elements (e.g., spokesperson, song, theme, tagline, etc.) that demonstrates effectiveness over time. As part of your entry, specifically address how the effort evolved over time (e.g. media choices, targeting, insights, new products/services, etc.). Answer all questions for the initial year and describe how/why change occurred over time.

Note: There is a special entry form and different creative requirements for the Sustained Success Award. The creative requirements, including different rules for the creative reel, can be found in the [Sustained Success entry form](#).

53. Timely Opportunity - Products/Services (*Formerly Carpe Diem*)

This category is looking for those brands that had the insight to know how and when to “throw a stone into a pond” and maximize the ripple effect from that initial throw.

The cases entered into this category will show how to put a brand or product/service in an intensely bright spotlight to create immediate and measurable impact.

Winners will represent those who had the insight and creativity to craft those unexpected and unconventional moments for a brand. The best examples will see live experiences, moments, stunts, and tactics, online & offline, perhaps amplified through PR, social media, digital engagement, or even the use of content created in the moment to fuel paid campaigns.

This category spotlights those effective strategic efforts that were able to generate real desired results as a direct outcome from a single significant moment of activity.

SPECIALTY CATEGORIES COMMERCE & SHOPPER CATEGORIES

Honoring the most effective integrated campaigns designed to engage the shopper and guide the purchase process to achieve conversion. You may only enter an effort into a maximum of two Commerce & Shopper categories.

54. Category/Aisle Evolution

Some of the most impactful efforts occur when a deep understanding of shoppers' attitudes, behaviors, and needs lead to innovative category/aisle evolution, whether in-store, online or both. Entrants must outline how the effort utilized shopper activation at shelf or shopper awareness of evolution to enhance the shopping experience and drove greater engagement, conversion and category growth. Successful entries in this category will be sustainable evolutions and not simply promotional in nature.

55. Challenger Brand Solution

This is an award for smaller, new, or emerging brands:

- making inroads against big, established leaders
- taking on "sleeping giants"
- moving into a new product/service field beyond their current category and set of competitors to tackle a dominant leader

Challenger brands are defined as having less than 15% of branded market share in the product/service category.

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 entered brand and its top competitors to demonstrate why your brand was a challenger.

Judges will deduct from your case if you do not sufficiently prove that your brand is appropriately classified as a challenger brand.

56. Crisis Response / Critical Pivot

This award is for brands that created positive change by effectively pivoting their commerce/shopper marketing program or business activities in response to significant structural and cultural shifts and moments of crisis (e.g. pandemic, social justice movement, political events, etc.) in the current landscape in order to more effectively connect with the shopper along the path to purchase and drive conversion. Entrants will need to pinpoint the pivot and frame for the judges how the messaging/campaign shifted, the team adjusted the approach to production or go-to-market planning, etc. Demonstrate the effectiveness of the action for the brand. Examples can include a pivot in positioning, a change in portfolio management, a digital acceleration, etc.

57. Data-Driven

Brands and retailers using data, analytics, and technology to identify and match the right shopper to the right message at the right time should enter this category. Award submissions should explain how entrants utilized data (*i.e. Category data, retail channel data, shopper data*) to guide commercial growth strategies, support the shopper journey, and ultimately meet their business objectives and impact the purchase decision. Highlight any advanced analytic capabilities that contributed to the success of the program, such as market mix modeling, price elasticity, and Return on Investment (ROI) measurement & analysis.

SPECIALTY CATEGORIES **COMMERCE & SHOPPER CATEGORIES**

58. E-Commerce

The category is for campaigns that effectively used insights, strategy, creative and analytics to drive e-commerce shopper conversion. By utilizing data, and a deep understanding of the shopper, brands and retailers can succeed in an e-commerce setting.

A successful effort will combine strong shopper knowledge with digital marketing practices to increase conversion online. The effort must be based on a shopper insight(s) and be shopper-driven. Explain the strategy of how the effort went to market with e-commerce. Submissions in this category will be solely evaluated on e-commerce effectiveness.

59. Experiential Shopper Marketing (Formerly Brand Experience)

This award will feature work that truly brought a brand, product or retailer to life – either literally or virtually – and interacted with shoppers to influence conversion. You may have re-invented the product demo, re-imagined the pop-up store, or led a “brick and mortar” retail overhaul, or created a new game/interactive film experience that effectively showcases a new product or brand personality. As long it truly came alive and worked. The winners of this award will show how brands and/or retailers are reaching out to their audiences to establish meaningful relationships, memorable engaging experiences, and unique connections. Entrants in this category must address how the experience related back to the overall brand strategy.

60. Media Innovation

Changing the rules to maximize conversion.

This award will showcase those who had the insight and creativity to change the way a particular media channel is consumed or to create a new channel. The award will go to brands and retailers who reached out of the conventional approach to grab their shopper and effectively engage with them. Entrants should identify the specific target and how the campaign influenced conversion.

Whether the effort was one execution or multiple, and/or used one engagement channel or multiple – the work must represent new and creative usage of the media channels we know and love or have not yet met.

Note: All entries must specifically address what was innovative and the conversion achieved. Write the entry to address the category and/or brand situation and provide clear articulation of how the media was used innovatively.

61. 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/product/manufacture solutions that came together to address exactly what their target shopper needed. Entries into this category must address the rationale behind the creation of these differentiated shopper solutions. Brands may be from a single manufacturer or multiple manufacturers. Shopper solutions may be developed by manufacturer(s) and/or retailers.

SPECIALTY CATEGORIES COMMERCE & SHOPPER CATEGORIES

62. Multi-Retailer Program

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 both the cohesive thread working at each retailer, and the specific customizations that were done for each retailer. Entrants should outline the specific barriers and challenges in tailoring their solution to each retailer – elaborating on the nuances among the shopper segment and insights at each retailer, differences in retail environments, etc.

63. New Product/Service Introduction

To enter this category, your case must address the commerce/shopper effort surrounding the launch of your new product/service. Whether it is the creation of a whole new brand, a new product from an existing brand, or a new line extension, submissions in this category need to present how shopper insights were leveraged to overcome the barriers faced by products/services being launched for the first time.

If you are submitting an effort that was part of or inspired by a national campaign, explain how you adapted it for the shopper and the retailer.

64. Omni-Channel Shopper Solution

In a time when people have more choices than ever, delivering an effective omni-channel experience to shoppers is key to sustained business success. This category will look for cases that exemplify the manufacturers and retailers who have ensured an effective, connected shopper journey.

This category is meant to showcase how manufacturers and retailers are connecting the dots in their engagement strategies to ensure simple, seamless, effective experiences across the shoppers' path to purchase.

In-store, online, customer service, loyalty programs, mobile apps, delivery services, social media, aisle disruption... it could entail anything - as long as you can show how it was all connected to provide a fully-integrated "shopper journey" from beginning to end.

Winners in this category will represent the best examples of manufacturers and retailers committed to providing effective omni-channel shopper programs.

65. 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.

SPECIALTY CATEGORIES COMMERCE & SHOPPER CATEGORIES

66. Single-Retailer Program

- Mass Merchants
- Supermarkets
- Drugstores
- Other (*includes warehouse clubs, value chains, pure-play e-commerce stores, specialty stores including those for consumer electronics, DIY, hardware, office, pet, sporting goods, etc.*)

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. Entrants should elaborate on the specific shopper barriers affecting their brand at that retailer and how they addressed those issues in a customized way for that particular retailer.

67. Sustained Success

Commerce & shopper marketing efforts that experienced sustained success for **at least three years** are eligible for entry. At a minimum, you must include at least three years of creative work and case results, and you must include the current competition year's work/results. Work must have a common objective in both strategy and creative executions; with a continuation of core executional elements (e.g., spokesperson, song, theme, tagline, etc.) that demonstrates effectiveness over time.

As part of your entry, specifically address how the effort evolved over time (e.g. media choices, targeting, insights, new products/services, etc.).

Answer all questions for the initial year and describe how/why change occurred over time.

Note: There is a special entry form and different creative requirements for the Sustained Success Award. The creative requirements, including different rules for the creative reel, can be found in the entry kit & [Sustained Success entry form](#).

SPECIALTY CATEGORIES

DIGITAL CATEGORIES

Honoring the most effective convergence of data, technology and all forms of creative that maximize end user engagement and conversion.

68. Direct to Consumer

This category is for effective marketing efforts from direct to consumer (DTC) businesses. DTC efforts for any type of product or service, from any marketplace segment, are eligible to enter.

69. Engaged Community – Products/Services

This category is about managing effective, engaged communities. Entrants will be brands that are creating content, experiences, platforms, news, etc. that get their communities to grow, engage, share, act or amplify messaging in a way that directly relates to the brand's goals. Entrants will need to state clearly how they managed the community, how they defined effectiveness around the community, what they specifically achieved, and why the engaged community was significant for the development of the brand/business.

70. Influencer Marketing (*Taste Makers & Opinion Leaders*)

This category honors those brands that effectively worked with key influencers to reach their target audience to achieve short or long-term marketing goals. Key influencers/opinion leaders may be a social media / vertical platform leader, brand ambassador, bloggers, etc. from micro to macro. Clearly identify what the strategy was, who your audience was, and why the influencer was important to your audience. Explain what the influencer did for your audience. Explain why the brand selected that influencer, how they were used to carry out marketing activities, and what consumer behaviors were impacted and how the business was impacted.

SPECIALTY CATEGORIES

DIGITAL CATEGORIES

71. Performance Marketing

This category recognizes the most effective performance marketing efforts. To participate your effort must be led by performance marketing and you must demonstrate how your effort drove results for the business using performance marketing KPIs.

Note: Entrants must use the performance marketing entry form when submitting under this category. There are special guidelines when presenting your creative & how the idea was brought to life, which will be outlined in the [Performance Marketing entry form](#).

72. Social Media – Products/Services

This category is for campaigns that set out with the explicit purpose of using social as the primary touchpoint or have social at their heart. The kind of idea that is specifically designed to take advantage of the socially connected consumer and the influence of social. Judges are looking for campaigns that begin with a social idea, as opposed to advertising or integrated campaigns with a social media element. They will need a clear rationale for why social was the right way to tackle the brief, and evidence of how social activity measurably and materially drove the commercial result. It is not enough to count the number of impressions, likes or shares. You will need to measure and prove the commercial value of social through the direct effect it had on audience behavior or perceptions and demonstrate correlation with the achieved business results.

HEALTH & WELLNESS CATEGORIES (73 -81)

Honoring effective marketing within the healthcare industry. **Please note** these categories feature both Industry categories (max. 1 per effort) and Specialty(Disease Awareness & Education) categories.

INDUSTRY CATEGORIES

73. Health, Fitness & Wellness

Unregulated products/services focused on consumer health and/or promoting a healthy lifestyle.

Includes digital health products, fitness trackers, health/fitness apps, exercise equipment, nutraceuticals, vitamins, energy bars and drinks, etc.; fitness studios; weight loss and fitness programs/camps, training camps and facilities, etc.

74. Healthcare Services

Efforts that were developed for hospitals, HMOs, health insurance companies, referral services, dental and medical care services, pharmacies or chronic care facilities. Efforts may be targeted to healthcare professionals, patients and/or consumers.

75. OTC

Efforts for products that are sold without a prescription that address specific health conditions. Efforts may be targeted to healthcare professionals, patients and/or consumers.

*Note : Only products that address a specific health condition should enter this category – there are separate categories for **Beauty & Fragrance**, **Health, Fitness & Wellness**, and **Personal Care** efforts.*

76. Rx - Consumer/DTC

Efforts for prescription required drugs that are directed to patients and/or consumers. Entrants must detail any regulatory challenges that impacted the effort.

77. Rx - Devices

Efforts that were developed for devices that address specific health conditions that require a prescription for surgical placement, use or purchase. Efforts may be targeted to healthcare professionals and/or patients. Entrants must detail any regulatory challenges that impacted the effort.

78. Rx - Professional

Efforts for prescription-required drugs and other healthcare products that are directed to healthcare professionals. Entrants must detail any regulatory challenges that impacted the effort.

SPECIALTY CATEGORIES

Disease Awareness & Education

*Note: Disease Awareness & Education efforts must enter one of these categories – they may not enter **Positive Change**.*

79. Charitable/Research Funding: Efforts dedicated to generating funding/donations/support for research, treatment and care of specific health conditions.

80. Non-Profit Public health and non-profit cause marketing efforts produced to raise awareness/education about specific health conditions. Efforts may be targeted to healthcare professionals, patients and/or consumers.

81. Pharma/Corporate: Brand/client efforts designed to educate and/or promote health awareness. Efforts may be targeted to either healthcare professionals, patients and/or consumers.

MEDIA CATEGORIES

These categories reflect the ever-increasing importance of the use of media in driving effectiveness and will be judged by experts within the media industry across brands, agencies, and media owners. Submissions must speak to the media channel choices & measurement methodologies.

82. Data-Driven

Data-driven media is the application of data and technology to identify and match the right audiences to the right message at the right moments. These efforts should prove how they specifically utilized data to optimize media to improve business outcomes (brand KPIs, ROI, performance marketing measures, etc.). The best examples will recognize the interplay and application of automation, applied technology, and human and artificial intelligence (AI) to deliver to a precise audience and achieve the best results.

To enter, your case must detail the role that data had within the media strategy in achieving the brand and business goals. Submissions are expected to:

- Utilize personalized/custom-tailored creative messages.
- Explain how data impacted the media plan through clear measurement & analytics.
- Demonstrate the insights captured from data used to understand audience.

83. Media Content Partnerships

This category focuses on efforts based on partnerships between a brand and a media owner/platform to create and activate original media content beyond traditional advertising.

These partnerships demonstrate the innovative consumer connections that media companies can develop for advertisers via integrated communication channels centered on creative and strategic content. Each activation channel is critical to delivering the overall effectiveness and impact of the campaign and shows the value media companies can deliver.

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 and creativity of a media company. Submissions must detail the strategic reasoning behind the partnership – why was this partner chosen over others? Clearly detail the selection process of the partner, and explain how this partnership led to the results that met the objectives of the brand.

SPECIALTY CATEGORIES

84. **Media Idea**

This is about outstanding effectiveness as a result of media-led 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 – where the integration of media and message led to success. The award honors media-led ideas that are powerful enough to become the genesis of the marketing program itself, to the extent that the program would not have been successful without the strategic media idea.

Media Innovation

85. **Media Innovation - Emerging & New Channels**

86. **Media Innovation - Existing Channel**

Changing the rules to maximize impact.

This award will showcase those who had the insight and creativity to change the way a particular media channel is consumed or to create a new channel. The award will go to those who reached out of the conventional approach to grab their audience and effectively engage with them.

Whether the effort was one execution or multiple, and/or used one engagement channel or multiple – the work must represent new and creative usage of the media channels we know and love, or have not yet met.

Note: All entries must specifically address what was innovative and the results achieved. Write the entry to address the category situation and provide clear articulation of how the media was used innovatively and how the media strategy/plan optimized the results.

MARKETING INNOVATION SOLUTIONS CATEGORIES

87. **Business, Product or Service Innovation**

In this category, innovative single marketing & business activities or entire marketing programs will be awarded.

You can submit any action or business idea regarding innovation for the product, service or business that has had an exceptionally positive impact on the market position of a business, brand, product or service. If communication was a significant element of marketing mix, work should be submitted in another competition category of Effie.

Examples of eligible activities in this category include: product/service innovation; change in packaging, both in terms of its appearance and size; design, technology or UX innovation for the business, product or service; consumer involvement in product development; operation change, etc.

88. **Customer Experience**

In this category, innovative single marketing & business activities or entire marketing programs will be awarded. You can submit any action or business idea regarding customer experience innovation that has had an exceptionally positive impact on the market position of a business, brand, product or service. If communication was a significant element of marketing mix, work should be submitted in another competition category of Effie.

Examples of eligible activities in this category include: design, technology or UX innovation for the customer experience; consumer involvement in product development; introduction/change of a loyalty program, introduction of a new distribution channel, etc.

SPECIALTY CATEGORIES

POSITIVE CHANGE CATEGORIES

IN COLLABORATION WITH THE WORLD ECONOMIC FORUM

The Positive Change Effies reward and celebrate the brands and non-profits that are promoting the greater good through purpose-driven marketing. The program has two tracks - Environmental and Social Good.

89. Environmental

The Positive Change: Environmental category celebrates efforts that have measurably shifted audience behavior toward more environmentally sustainable choices, and/or grown demand for more sustainable products and services by incorporating environmentally-conscious messaging into their marketing.

Winners of this award showcase how effective marketing programs that incorporate sustainable strategies can make a positive difference for brands and for the environment.

Over and above the standard Effie requirements to demonstrate a positive impact on business, there are specific areas of interest that relate to this award.

Efforts entered must have as one of their main strategic objectives changing audience behavior towards more environmentally sustainable choices and environmentally conscious messaging must be a part of the marketing.

Entrants should address how the sustainability goal relates back to the overall brand and business strategy.

Criterion for this award is the result of behavior change toward more environmentally sustainable choices, with these elements being considered in judging:

- **Awareness** – Making the audience aware of a sustainable product, service or action.
- **Trial** – Trying the sustainable product, service or action for the first time.
- **Product/Service Substitution** – Switching to a more sustainable product, service or action.
- **Change in Use** – Using a product/service more sustainably than before or taking a more sustainable action.

Enter your case into one of the following categories:

90. Environmental – Brands

Recognizing brands with marketing programs that have measurably shifted audience (B2B or B2C) behavior toward more environmentally sustainable choices, and/or grown demand for more sustainable products and services by incorporating environmentally conscious messaging into their marketing.

91. Environmental – Non-Profit

Recognizing non-profit organizations and associations with marketing programs that have measurably shifted audience (B2B or B2C) behavior toward more environmentally sustainable choices, grown demand for more sustainable products and services, and/or measurably drove positive impact for their cause by incorporating environmentally conscious messaging into their marketing.

SPECIALTY CATEGORIES

POSITIVE CHANGE CATEGORIES

IN COLLABORATION WITH THE WORLD ECONOMIC FORUM

92. Social Good

The Positive Change: Social Good category celebrates marketing efforts proven effective in addressing a social problem or in expanding an existing program in ways that benefit our society. This is about creating positive societal and cultural change, challenging the established status-quo and changing accepted norms and stereotypes that create societal inequalities. Examples include initiatives that tackle food poverty, access to healthcare & education, creating a more diverse, equitable and inclusive society, creating equal opportunities at work and in wider society for all members of our society.

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 efforts, whether full campaigns or unique efforts within a campaign are eligible to enter as long as measurable results exist.

Note: Efforts focused on disease awareness & education must enter the Disease Awareness & Education categories – they are not eligible in the Positive Change categories.

Enter your case into one of the following categories:

93. Social Good – Brands:

Recognizing brands that are making the world a better place by using the power of their marketing platforms for "good." This category celebrates for-profit brand efforts that effectively combined business goals with a social cause (health, education, community, family, etc.) and successfully related that cause back to the company's overall brand strategy, resulting in positive business and social impact.

94. Social Good – Non-Profit:

Recognizing non-profit organizations and associations whose marketing efforts have effectively driven positive change for society and successfully contributed back to the organization's purpose. Campaigns must show measurable impact and proven results in support of the cause.

95. NEW: Social Good – Diversity, Equity & Inclusion:

This category applies to any campaigns, brand or non-profit, whose success was dependent on effectively and authentically connecting with specific cultural, ethnic or underrepresented groups or communities (example: LGBT, differently abled, indigenous peoples, etc.). Efforts may include equal rights messages, stereotype elimination, anti-prejudice or other that work to positively impact said groups or communities. If the entry had multiple audiences, it is necessary to demonstrate results for the specific audience detailed in the entry.

Identify any elements in the creative work or strategy that are specifically directed to this community and any relevant cultural differences, dynamics and/or nuances, traditions, values, linguistic characteristics, and their significance with respect to your submission. Judges may not be familiar with your particular segment, so this is your opportunity to showcase the details that they may miss.

SPECIALTY CATEGORIES

TOPICAL & ANNUAL EVENT CATEGORIES

Entrants can enter a single effort into a maximum of one of the below categories.

96. Crisis Response/Critical Pivot

This award is for brands that created positive change by effectively pivoting their marketing program or business activities in response to significant structural and cultural shifts and moments of crisis (e.g. pandemic, social justice movement, political events, etc.) in the current landscape. Entrants will need to pinpoint the pivot and frame for the judges how the messaging/campaign shifted, the team adjusted the approach to production or go-to-market planning, etc. Demonstrate the effectiveness of the action for the brand. Examples can include a pivot in positioning, a change in portfolio management, a digital acceleration, etc.

97. Current Events (*Formerly Topical Marketing*)

This category is for cases that effectively leveraged immediate relevance, interest or importance via a targeted marketing/PR strategy around current news & events (e.g. World Cup, Olympics, economic situations, social issues, etc.).

*Note: Annual events should enter the **Seasonal Marketing** category.*

98. Seasonal Marketing – Products/Services

Seasons, holidays and annual events allow marketers the opportunity to build strategic efforts based on the time-based interests of their target audience. This category will honor those efforts that effectively capitalized on a season, holiday or annual cultural event to drive results for their business.

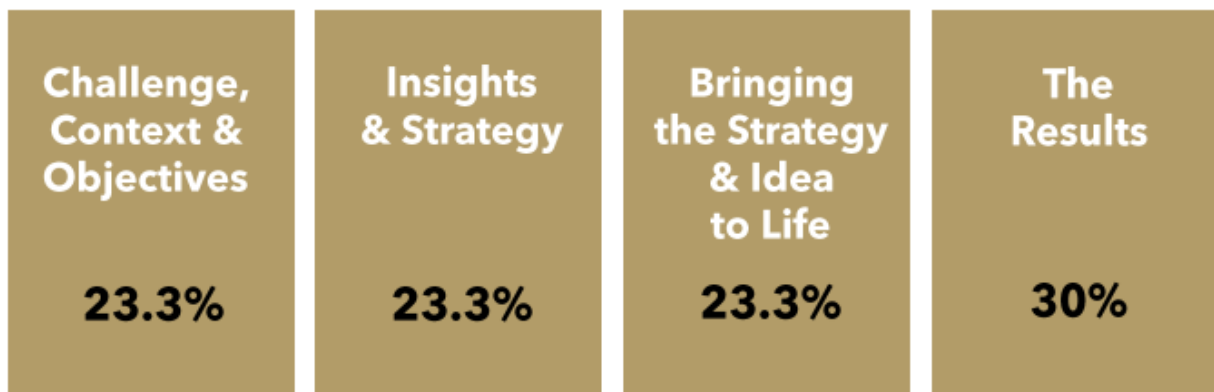
HOW YOUR ENTRY WILL BE JUDGED

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 Awards 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:



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, claims, facts, etc. presented anywhere in the entry form 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 as specific as possible in documenting all evidence, while not citing specific agency names. Provide source of data, type of research, and the time period covered. The Entry Portal is set up to encourage sourcing via footnotes. 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 names/logos published in the entry form or in the creative materials.** Effie is an agency blind competition; no agency names should be included in the materials that judges will review (entry form, investment overview, creative reel, creative images). Do not include any agency names in your sources this includes agency names other than your own. The source of data should be referenced as "Agency Research," "PR Agency Research," "Media Agency Research," etc.
- 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 32-35.
- 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.** All non English creative work must include translation via subtitles or the Translation field on the Creative Examples tab.
- 7. Failing to adhere to the eligibility period.** The eligibility period is between 01 Feb 2021 - 15 March 2022. 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.
- 8. Entry does not meet category definition requirements.** Entries are judged based on effectiveness within the entered category.

REASONS FOR DISQUALIFICATION (CONT'D)

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

- 9. Directing Judges to External Websites.** Entrants are judged solely on the materials presented in their written entry and creative examples (creative reel + images). Entrants are not permitted to direct judges to websites for further information or for further examples of work.
- 10. Violating Creative Example (Reel, Images) Rules.** Entrants must follow all creative rules as outlined in the entry kit. This includes but is not limited to: competitor logos/creative work and results may not be included in the creative examples; time limits must be followed. See full rules, including guidelines on editing and content, in the Creative Requirements section of the entry kit.

SOURCING DATA

All data, claims, facts, etc. included anywhere in the entry form must include a specific, verifiable source. Entries that do not source data will be disqualified.

In the entry portal, the entry form has a SOURCING box provided at the bottom of each scoring section for all references/footnotes. This allows entrants to provide sourcing affecting word limit restrictions.

1. When submitting your responses to questions 1-4, you must provide a source for all data and facts. At the end of a sentence that requires a source, use the SUPERScript feature to number your sources.
2. In the Sourcing box, numerically list your citations.

Suggested sourcing layout: Source of Data/Research, Research/Data Type, Dates Covered.

Note: Judges cannot click on external websites, so if citing a website, please also include key sourcing details via text (e.g. publication, article name, date).

Additional Guidance

- Because of Effie's specific eligibility time period, entrants are required to include the dates covered for all results data presented in your case.
- All data must be included in your response to questions 1-4. Entrants may not add additional information or explanation in the sourcing section. The sourcing sections may only be used to provide citation.
- Use the specific name of the company to reference a source except when the source is an agency (ad, media, or other). Because Effie is an agency-blind competition we require agency research to be referenced via the term "Agency Research." This applies to all agencies, not limited to the entering agency. For increased specificity, entrants are encouraged to list type of agency when applicable, such as: PR Agency Research, Media Agency Data, etc. As with all other sourcing, include any other relevant citation information (type of research/data, dates covered, etc.). Research companies should be cited by name & judges encourage third-party data when available.
- Effie Worldwide reserves the right to check all sources provided for accuracy.

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 Investment Overview Communications Touchpoints chart that was **integral** to the effort's success.

- For example, if you mark 30 boxes in the Investment Overview 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. (4 minutes for Sustained Success category)
- Must be made in .mp4, .mpg or .mov format High Resolution: 16:9 at 1920x1080 format (not exceeding 250 MB file size).
- 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** (01 Feb 2021 - 15 March 2022). Each example of the creative work must be labelled with the year it ran. Entries that do not label the year will be disqualified.

CREATIVE REQUIREMENTS (cont'd)

** To better **showcase Performance Marketing** efforts, entrants into this category may submit a standard creative reel (as all other categories require). However, there are alternate opportunities to showcase your work:

Option A – Submit Standard 3 Minute Reel to showcase how you brought the strategy & idea to life

Follow the requirements regarding the reel as outlined in the Creative Requirements Guide.

Option B – Submit a PDF Showcase of how you brought the strategy & idea to life (in place of the standard reel)

Instead of a 3-minute creative reel, Performance Marketing entrants may instead submit a 12-slide (maximum) PowerPoint file that showcase the integral performance marketing touchpoints and strategy detailed in the written case. Images presented in the PowerPoint may be accompanied with short notes or captions to better explain your work. The PDF showcase must feature the integral materials / work created to bring the strategy & idea to life internally or externally.

Maximum of 12 slides

File must be converted into .pdf format

File size: 5MB max.

Option C – Submit a Standard 3 Minute Reel + PDF

You may supplement your Creative Reel with a PDF, showcasing the integral performance marketing touchpoints. If providing both options, your PDF may be a maximum of 2 slides.

Maximum of 2 slides

File should be converted into .pdf format

File size: 2MB max.

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

After the judges have read your case and watched the creative reel, they will review images of your creative work. Images submitted 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 submit 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 jpg and png format, high-res. are acceptable (not exceeding 15 MB file size per file).

- Do not include agency names or logos on any creative materials submitted for judging.
- Creative images will be shown publicly if your case is a finalist or winner.

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.

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

Video clips that are over 60 seconds may be edited down for time; but entrants are encouraged to keep as close to the original as possible.*You may edit down video clips longer than 60 seconds when it is necessary to do so in order to show other examples of your work. Any video elements shorter than 60 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.

TRANSLATION DOCUMENTS

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 (e.g. 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.)

Focus on the Creative Work

Your creative work is scored as part of Scoring Section 3: Bringing the Strategy & Idea to Life, which also includes your written response to Questions 3A-3C and the data presented in the Investment Overview. This section as a whole accounts for 23.3% of the total score.

CONTENT: At least one example of each integral touchpoint must be shown. To keep the focus on the creative work, judges recommend that 70% of the reel is spent showing examples of creative work the audience experienced, or other materials to bring the creative idea to life internally or as it ran in the marketplace. There may be situations where this is not possible. In those instances, ensure that the judges are seeing a breadth of your work. This is not a video of your written case. Creative and communication elements submitted must directly relate to your Challenge, Context & Objectives, Insights & Strategic Idea, and Results outlined in the entry questions, and must have run in the marketplace.

They key is to ensure the judges are left with a thorough understanding of how your idea and strategy were brought to life. It can be helpful to label each creative example by type of media (TV spot, Radio spot, etc.) in situations where it may not be clear.

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. Do not include results of any kind in your creative reel.

REMINDER

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/logos (Ad, Media or Other Agency) appears anywhere on the creative reel or in the entry materials(video or in the file name).
- Results are included anywhere on the video.
- For Sustained Success - the creative work must be labelled with the year it ran. Entries that do not label the year will be disqualified.

CREDITS REQUIRED FOR YOUR ENTRY

Effie's policy is that those recognized on the work at time of entry deserve recognition at time of win. At no time will Effie permit individual or company credits to be removed or replaced.

Client & Lead Agency credits are final at the time of entry and cannot be removed or added after the entry is submitted.

Credits must be thoroughly reviewed at time of entry by senior account leadership. Credits must be reviewed by senior account leadership and approved via the Authorization & Verification Form, which can be downloaded in the Entry Portal after you have input all credits.

Additions to company and individual credits will only be permitted after time of entry if the entry did not already credit the maximum number. **Credit additions require a US\$350 fee and will not be permitted after April 1, 2022.** All credit requests will be reviewed and accepted at the discretion of Effie Worldwide and are not guaranteed.

All credit requests will be reviewed and accepted at the discretion of Effie Worldwide and are not guaranteed. The information you give in the credits section may be published and/or appear on recognition certificates. Visit the Winner's Sample Showcase at [Effie Worldwide](#) to see examples of how winner's company, individual and campaign summary credits are listed online.

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.

CO-LEAD AGENCIES: You may credit a second Lead Agency and they will be given equal recognition by Effie Worldwide. In order to be considered a second lead agency, you must certify that the work done by each agency was of equal weighting and each agency deserves equal recognition. Second Lead Agencies must be designated at time of entry you may not add or remove second lead agencies after the entry period.

CREDITS

IN-HOUSE WORK: 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 campaign 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 2022 Effie finalist or winner, the submitted credits will be used to tally the Effie Index results. Because different point values are given to lead and contributing companies, it is critical that all brands and companies are properly credited at time of entry.

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. There can be up to 4 contributing agencies credited to each campaign.

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 on the Company & Individual Credits Tab in the Entry Portal. 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. Effie encourages consistency year to year.

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 capitalization, 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.

Agency Network & Holding Company Rankings

Agency networks and holding companies are selected via a drop down in the Entry Portal.

The way the agency name is entered in that field does not affect the Agency Network or Holding Company rankings, though it will be reviewed for accuracy.

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 **Effie Awards Singapore Journal** and the **Effie Worldwide Case Study Database**.

Secondary Individual Credits

Space has been provided in the credit form to credit additional thirty (30) individuals. Entrants may credit up to ten additional individuals from any of the credited companies and these individuals may receive recognition in the **Effie Worldwide Case Study Database**. Due to space restrictions, they will not appear in the **Effie Awards Singapore Journal**.

Primary Individual Credits will be utilized in situations where space is limited; otherwise all individuals will be listed in the credits.

Individuals credited on your case must be current or former employees of any one of the credited companies.

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 Effie Awards Singapore program journal, on the Effie Awards Singapore website & 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.

PUBLICITY

Entrants are required to provide the below publicity materials in the portal at time of entry.

- PRIMARY PUBLICITY IMAGE** – This should be an image of the work that best represents your case. This image will be the primary image of the work for publicity and promotional purposes if the case is a finalist or winner. **Specs:** High res, CMYK format, 100% of size. 15 MB max.
- LEAD AGENCY & CLIENT LOGOS** – Provide company logos for the Lead Agency and Client. Logos are not required for companies designated as Contributing Companies. **Specs:** jpg/jpeg/png accepted.
- CREATIVE EXAMPLES FROM JUDGING** – The Creative Work provided for judging (images, reel) will also be used for publicity purposes.
- PUBLIC CASE SUMMARY** – In 100 words or less, provide a summary of your case with no confidential information included.
- STATEMENT OF EFFECTIVENESS** – In 15 words or less, provide a statement that exemplifies the results of the case, ensuring no confidential is included.

TROPHIES

Only two agencies and one client can be credited on the trophy awarded at the 2021 Effie Awards Singapore 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 per Effie brand standards and purchased after the Effie Awards Singapore ceremony.

PUBLISHING POLICY & PERMISSION

The Effie Awards Singapore offers finalists and winners the opportunity to have written cases published in the Effie Worldwide 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 the portal.

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.

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 (effie.org, partner websites/publications), along with your public facing written case, 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 40 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 Effie Awards Singapore 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 Effie Awards Singapore in responding to and defending against such complaint or claim, and you will hold Effie Worldwide and Effie Awards Singapore 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 Effie Awards Singapore 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 Effie Awards Singapore 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 Singapore program eligibility time period. Entry constitutes permission to be included in a data set for Effie Awards Singapore 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 Effie Awards Singapore in all matters relating to the competition shall be final and binding.**

CONTACT

Need help or advice? Visit www.effie.sg or e-mail events@aams.org.sg.

PAYMENT INSTRUCTIONS

Upon entry completion, submission can only be made once the payment information is submitted. The portal will generate an invoice and payment can be made via bank transfer or Paypal/ credit card.

With Paypal payment, a receipt and invoice will be sent to you via email from Paypal.

Email completed payment advice to events@aams.org.sg by the stipulated deadlines detailed in Entry Kit page 7.

Do indicate your invoice number in the bank advice.

For Bank transfer Bank Name: United Overseas Bank Ltd

Bank Address: 230 Orchard Road

#01-230 Faber House Singapore 238854

Account Name: The AAMS Limited

Account Number: 920-350-821-9

Swift Code: UOVBSGSG

Paynow (UOB) 199304251DA01

SUBMISSION OF MATERIALS

To be done in the ONLINE PORTAL <https://effie-singapore.acclaimworks.com/uba/auth>

Please refer to pages 4 & 43 for more details on submission requirements.



industry categories

Agricultural, Industrial & Building	Fashion & Accessories	Home Furnishings & Appliances	Personal Care
Automotive - Aftermarket	Finance	Household Supplies	Pet Care
Automotive - Vehicles	Food	Insurance	Professional Services
Beauty & Fragrance	Gaming & E-Sports	Internet & Telecom	Restaurants
Beverages - Alcohol	Government & Public Service	Leisure & Recreation	Retail
Beverages - Non-Alcohol	HEALTH & WELLNESS	Media & Entertainment Companies	Snacks & Desserts
Business & Office Supplies	Fitness & Wellness	New Product or Service Introduction	Software
Culture & The Arts	OTC	NEW: New Product or Service Line Extension	Transportation
Delivery Services	Rx - Consumer/DTC	Non-Profit	Travel & Tourism
Education & Training	Rx - Devices		
Electronics	Rx - Professional		
Entertainment & Sports	Healthcare Services		

specialty categories

AUDIENCE	COMMERCE & SHOPPER	DIGITAL	MARKETING INNOVATION SOLUTIONS
Business-to-Business: Products, Services	Brand Experience	Direct to Consumer	Business/Product/Service Innovation
Multicultural: Non-Profit, Products, Services	Category/Aisle Evolution	Engaged Community	Customer Experience
Youth Marketing: Products, Services	Challenger Brand Solution	Influencer Marketing	POSITIVE CHANGE
BRAND CONTENT, ENTERTAINMENT & EXPERIENTIAL MARKETING	Crisis Response / Critical Pivot	Performance Marketing	Environmental: Brands, Non-Profit
Brand Content & Entertainment	Data-Driven	Social Media	Social Good: Brands, Non-Profit , NEW: Diversity, Equity & Inclusion
Brand Integration & Entertainment Partnerships	E-Commerce	HEALTH & WELLNESS	TOPICAL & ANNUAL EVENTS
Experiential Marketing: Live, Digital, Live + Digital <i>Formerly Brand Experience</i>	Media Innovation	Disease Awareness & Education: Charitable/Research Funding; Non-Profit; Pharma/Corporate	Crisis Response / Critical Pivot
BUSINESS ACHIEVEMENT	Multi-Brand Shopper Solution	MEDIA	Current Events
Corporate Reputation	Multi-Retailer Program	Data-Driven	Seasonal Marketing
David vs. Goliath	New Product/Service Introduction	Media Content Partnerships	
Marketing Disruptors	Omni-Channel Shopper Solution	Media Idea	
Renaissance	Seasonal/Event	Media Innovation: Emerging & New Channels, Existing Channels	
Small Budgets: Non-Profit, Products, Services	Single-Retailer Program: Mass Merchants, Supermarkets, Drugstores, Other		
Sustained Success: Non-Profit, Products, Services	Sustained Success		
Timely Opportunity: Products, Services			

**Ensure the right forms are used for Sustained Success and Performance Marketing. All others will be in General form.

SUMMARY FOR ENTRY

For Each Effie entry ensure you have submitted in [the portal](#):

ITEM	DETAILS	DELIVER
ENTRY SUBMISSION	<p>The system will highlight if questions have not been answered.</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>Source all your data.</p> <p>Translation document (1X A4 size page – required if your campaign is non-English)</p>	<p>All file names of supporting documents are to be labelled accordingly.</p> <p>Do not send any documents by email to Effie Sg office.</p> <p><u>Note for creative video</u> Only .MP4, .MPG and .MOV formats are acceptable (not exceeding 250 MB file size).</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 translation document (not exceeding 5 MB file size per file).</p>
CREDITS FORM, CLIENT, PUBLISHING POLICY & PERMISSION FORM		TO BE FILLED IN PORTAL
AUTHORIZATION & VERIFICATION FORM	Download from THE PORTAL to endorse	Upload to portal
1 IMAGE OF YOUR CAMPAIGN	1 high-resolution image of your campaign for publication in the Effie Awards Singapore Journal	Only .JPEG, .JPG and .PNG formats are acceptable (not exceeding 5 MB file size).
PAYMENT	To be made in portal before entry can be submitted.	Submit a copy of the payment advise to AAMS at events@aams.org.sg <i>Remember to indicate your invoice number in the bank advice.</i>
Your entry is deemed as incomplete if the above are not submitted accordingly by the <u>stipulated deadlines detailed in Entry Kit page 7.</u>		