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| **SUSTAINED SUCCESS: CREATIVE REQUIREMENTS**Creative work is scored as part of Scoring Section 3: Bringing the Idea to Life, which includes your response to Question 3 and the data presented in the Investment Overview. In both rounds of judging, **judges are required to read the written case before reviewing the creative work**. Because judges read the case first, the creative reel should focus on showcasing the creative work. The reel is not meant to be a video version of the written case – judges are eager to view the work after reading the case.* CREATIVE REEL: At minimum, 70% of the reel must be examples of the creative work that your audience experienced. At least one complete example of each integral communications touchpoint must be shown on the reel. No results may be included in the reel.
	+ Sustained Success entrants must feature work that ran in the **initial year** (initial year is either: A) year case started or B) at least prior to August 31, 2017), **at least one interim year**, and the **current competition year**.
	+ Each example of the creative work – in the reel and the images - must be **labeled with the year it ran**. Entries that do not label the year will be disqualified.
	+ Sustained Success Creative Reels may be a maximum of 4 minutes. (All other categories: 3 minute max.)
* CREATIVE IMAGES:Creative images are an opportunity to highlight your creative work via still images.

Review additional guidance on content, specs, and licensing questions on the [**Creative Requirements Guide**](https://effie.fi/osallistu/osallistumisohjeet/entry-kit/) | [**Find more tips from Entry Kit!**](https://effie.fi/osallistu/osallistumisohjeet/entry-kit/)**2020 Sustained Success Entry Form Template** |

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| **ENTRY FORM** **All questions are required and responses will be seen by judges.** **In addition to the materials reviewed by judges, entrants are required to provide additional information in the** [**Entry Portal**](https://effie-us.acclaimworks.com/) **before they can submit. These items include company & individual credits, publicity materials, permissions, and background data for research/database purposes. These materials help us fulfill our educational initiatives and promote our finalists/winners. Thank you for your support.****Please ensure you give yourself plenty of time to fulfill these requirements in advance of the Entry Deadline.**  |
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| **ENTRY DETAILS** |
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| **EFFIE ENTRY CATEGORY***Entrants may submit a case into a maximum of 4 categories, with no more than 1 Product/Service category and no more than 2 Commerce & Shopper categories.* | **Sustained Success (Products or Services)** |
| **BRAND NAME***Note: The parent company will be listed in the Client Company field of the online Entry Portal credits area so should not be listed here. Please list the specific brand name here.* |  |
| **ENTRY TITLE***List your Entry Title (1-8 words). The Entry Title will be used in publicity materials if the case is a winner or finalist. The brand name is always publicly recognized with the entry title, so it is not required to include the brand name here.* |  |
| **TYPE OF PRODUCT/SERVICE***Provide a brief (1-5 words) description of the type of product/service you are entering. Do not include the brand name.**Examples: Airline; Cosmetic, Credit Card; Streaming Service.* |  |
| **DATES EFFORT RAN***List the start/end dates of the effort, even if it goes beyond the Effie eligibility period, to give the judges a full understanding of the span of the work. Efforts that are ongoing and have no specific end date should leave the end date blank in the Entry Portal.*  | MM/DD/YY – MM/DD/YY |
| **REGIONAL CLASSIFICATION** | Local / Regional/ National / Multinational / Non-English(Select all that apply) |
| **CATEGORY SITUATION** | Growing / Flat / In Decline |

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| **EXECUTIVE SUMMARY** |
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| **Give the judges an understanding of the case they are about to read by providing a one-sentence summary for each scoring section.** *(Maximum per line: One Sentence – 20 words.)* |
| **The Challenge:** | Provide a **one-sentence** summary. |
| **The Insight:** | Provide a **one-sentence** summary. |
| **The Idea:** | Provide a **one-sentence** summary. |
| **Bringing the Idea to Life:** | Provide a **one-sentence** summary. **one-sentence** summary. |
| **The Results:** | Provide a **one-sentence** summary. |
| **Why is this case worthy of an award for sustained marketing effectiveness?** **Because Effie has no predetermined definition of effectiveness, it is your job to propose why this case is effective in this entry category: why the metrics presented are important for your brand and business/organization.***(Maximum: 100 words)* |
| Provide answer. |

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| **SECTION 1: CHALLENGE, CONTEXT & OBJECTIVES23.3% OF TOTAL SCORE****This section provides the judges with the background to your challenge & objectives. In this section, judges evaluate whether they have the necessary context about your industry category, competitors, and brand to understand your entry and the degree of challenge represented by your objectives. Judges will assess the case for both suitability and ambition within the framework of the challenge. Weight will be given to the degree of difficulty and whether the entrant has provided the context to evaluate the case’s effectiveness in this section. Be thorough and provide context for judges unfamiliar with your industry to understand the scope of your effort.**  |

[***Click here to review judge advice for this scoring section.***](http://current.effie.org.s3.amazonaws.com/downloads/2020_US_EffectiveEntryGuide_Section_1.pdf)

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| **1A. Before your effort began, what was the state of the brand’s business and the marketplace/category in which it competes? What was the strategic communications challenge that stemmed from this business situation? How did it change over time?****Provide context on the degree of difficulty of this challenge and detail the business need the effort was meant to address.** *(Maximum: 425 words; 3 charts/graphs)* | **Effie Tips:*** Provide context about your brand and business situation, including main competitor spend, position in market, category benchmarks, etc. at the **beginning of your case and over time.** What were the barriers you were tasked to overcome?
* Keep in mind judges may not be familiar with your brand’s industry. This context is critical for judges to understand your degree of difficulty.
 |
| Provide answer. |
| **1B. Define the audience(s) you were trying to reach. Why is this audience important to your brand and the growth of your brand’s business? Did your audience change over time? If so, describe how and why.***(Maximum: 200 words; 3 charts/graphs)* | **Effie Tips:*** Describe your audience(s) using demographics, culture, media behaviors, etc.
* Explain if your target was a current audience, a new audience, or both.
* What perceptions or behaviors are you trying to affect or change?
 |
| Provide answer. |
| **1C. What were your measurable objectives? What were the Key Performance Indicators (KPIs) against your objectives? How did they change over time? Provide specific numbers/percentages for each objective and prior year benchmarks wherever possible.****Provide context, including category background, for why the objectives were important for the brand and growth of the business.****Effie is open to all types of objectives: Business, Behavioral, Perceptual/Attitudinal. It is the entrant’s responsibility to explain why their particular objectives are important to the business and challenging to achieve.** *(Maximum: 175 words; 3 charts/graphs)* | **Effie Tips:*** Provide specific, measurable objectives.
* Judges will expect to see context, including prior year benchmarks where possible, around the goal set – why are these goals challenging?
* Address your objectives and KPIs through the full span of your Sustained Success case.
* If you did not have specific, numerical objectives, explain why. Outline how you planned to measure your KPIs.
* Answers to this question (1C – Objectives) redisplay for judges directly above the answers for the results question (Section 4).
 |
| Provide answer. |
| **SOURCES: SECTION 1****You must provide a source for all data and facts presented anywhere in the entry form.** SUGGESTED SOURCING LAYOUT: **Source of Data/Research, Type of Data/Research, Dates Covered****Do not include agency names in the source of research.****Judges are not permitted to visit external websites. If citing a website, please list out the website name, article name (if applicable), and any other relevant citation information.**  | * Use footnotes to provide sourcing information in each scoring section. Entrants are encouraged to use superscript to link data points to the footnotes provided below.
* Judges encourage third-party data where available.
* Entrants are not permitted to outline additional information in the sources section. Entrants may only include the specific sources of data for the information presented in your responses to questions.
* [**See full guidelines on sourcing here.**](https://effie.fi/osallistu/osallistumisohjeet/entry-kit/)
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| Provide sourcing. |

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| **SECTION 2: INSIGHTS & STRATEGIC IDEA23.3% OF TOTAL SCORE****This section prompts you to explain your strategic process and thinking to the judges. Your idea should be borne from these unique insights. Judges will evaluate how inventive and effective the idea and strategy are in meeting the communications challenge.** |

 [***Click here to review judge advice for this scoring section.***](http://current.effie.org.s3.amazonaws.com/downloads/2020_US_EffectiveEntryGuide_Section_2.pdf)

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| **2A. State the insight that led to your big idea. Explain the thinking that led you to your insight.****Some insights come from research, data, and analytics. Others come from inspiration. Describe yours here.****Keep in mind, an insight is not merely a fact or observation based on research; it is the strategic insight, unique to your brand and audience, that was leveraged to help meet your objectives. Your insight may be a consumer insight, a channel insight, marketplace insight, etc.** *(Maximum: 200 words; 3 charts/graphs)* | **Effie Tips:*** Explain how you arrived at your insight. Include how your audience’s behaviors and attitudes, your research and/or business situation led to the unique insights that would lead to the brand’s success and how those insights informed your strategic idea.
* Describe how your thinking built towards your strategy, including details of the strategy that made it a winning one. Describe your strategic unlock or breakthrough and how this influenced the idea you were briefing for.
* It may be helpful to tell judges how you define an insight.
 |
| Provide answer. |
| **2B. In one sentence, state your strategic big idea.***(Maximum: One-Sentence: 20 words)* | **Effie Tips:*** What was the core idea that drove your effort and led to the breakthrough results? What was at the very heart of the success of this case? The big idea is not the execution or tagline.
 |
| Provide a one-sentence answer. |
| **SOURCES: SECTION 2****You must provide a source for all data and facts presented anywhere in the entry form.** SUGGESTED SOURCING LAYOUT: **Source of Data/Research, Type of Data/Research, Dates Covered****Do not include agency names in the source of research.****Judges are not permitted to visit external websites. If citing a website, please list out the website name, article name (if applicable), and any other relevant citation information.**  | * Use footnotes to provide sourcing information in each scoring section. Entrants are encouraged to use superscript to link data points to the footnotes provided below.
* Judges encourage third-party data where available.
* Entrants are not permitted to outline additional information in the sources section. Entrants may only include the specific sources of data for the information presented in your responses to questions.
* [**See full guidelines on sourcing here.**](https://effie.fi/osallistu/osallistumisohjeet/entry-kit/)
 |
| Provide sourcing. |

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| **SECTION 3: BRINGING THE IDEA TO LIFE23.3% OF TOTAL SCORE****This section relates to how and where you brought your idea to life – including your creative, communications and media strategies and the work itself. Judges are looking to understand why you chose specific media channels and how they relate to your strategy and audience.****Judges will be providing their score for this section based on the information you provide in Question 3, the Investment Overview, and the creative work as presented in the creative reel and creative images. Between the creative examples and your response to this question, the judges should have a clear understanding of the creative work that your audience experienced and how the creative elements worked together to achieve your objectives.**  |

 [***Click here to review judge advice for this scoring section.***](http://current.effie.org.s3.amazonaws.com/downloads/2020_US_EffectiveEntryGuide_Section_3.pdf)

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| **3. How did you bring the idea to life and sustain it over time? Explain your idea and your overall communications strategy. Describe the customer experience and/or media eco-system. How did you optimize and adapt the strategy?****Elaborate on your communications strategy, including the rationale behind your key channel choices. Why were your channel choices and media strategy right for your specific audience and idea? Your explanation below must include which specific channels were considered integral to your media strategy over time and why.***(Maximum: 600 words; 3 charts/graphs)* | **Effie Tips:*** Your response to Question 3 should complement the Creative Examples (Reel, Images) and the information provided in the Investment Overview.
* Tell the judges how you brought the idea to life. Explain the creative idea and your overall communications strategy, as borne from the insights and strategic challenge described earlier.
* Tell the judges where you brought the idea to life and why you chose those channels. Why were your channel choices and media strategy right for your specific audience and idea?
* Why did you choose certain channels and not others? Explain the media behaviors of your audience.
* How did your communications elements work together? Did they change over time? If so, how?
 |
| Provide answer. |
| **SOURCES: SECTION 3****You must provide a source for all data and facts presented anywhere in the entry form.** SUGGESTED SOURCING LAYOUT: **Source of Data/Research, Type of Data/Research, Dates Covered****Do not include agency names in the source of research.****Judges are not permitted to visit external websites. If citing a website, please list out the website name, article name (if applicable), and any other relevant citation information.**  | * Use footnotes to provide sourcing information in each scoring section. Entrants are encouraged to use superscript to link data points to the footnotes provided below.
* Judges encourage third-party data where available.
* Entrants are not permitted to outline additional information in the sources section. Entrants may only include the specific sources of data for the information presented in your responses to questions.
* [**See full guidelines on sourcing here.**](http://current.effie.org.s3.amazonaws.com/downloads/2020_US_Sourcing_Data.pdf)
 |
| Provide sourcing. |

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| **SECTION 4: RESULTS30% OF TOTAL SCORE****This section relates to your results. Be sure to provide context (category/prior year) and explain the significance of your results as it relates to your brand’s business. Tie results back to the objectives outlined in Section 1 - your response to question 1C – objectives will appear above your response to question 4A as a reference to judges.****Effie has no predetermined definition of effectiveness, it is your job to prove why this case is effective: why the metrics presented are important for your brand and business/organization within the context of the submitted category.**  |

 [***Click here to review judge advice for this scoring section.***](http://current.effie.org.s3.amazonaws.com/downloads/2020_US_EffectiveEntryGuide_Section_4.pdf)

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| **4A. How do you know it worked?** **Explain, with category and prior year context, why these results are significant for the brand’s business.** **Results must relate to your specific audience, objectives, and KPIs.** **ELIGIBILITY REMINDER:****Provide a clear time frame for all data shown and do not include data past the end of the eligibility period (31.8.2020). Failing to follow these rules will result in disqualification.** *(Maximum: 425 words; 7 charts/graphs)* | **Effie Tips:*** At minimum, results for the Sustained Success category must date back to August 31, 2017 and must also include an interim year and the current competition year (1.9.2019-31.8.2020).
* If presenting more than 3 years of success, provide results here for the full spectrum of years presented in this case and in the creative examples.
* The metrics you provide here are directly relevant to your objectives and audience. Entrants are strongly encouraged to re-state their objectives from section 1 along with their corresponding results.
* Tie together the story of how your work drove the results.
* Prove the results are significant using category, competitive, prior year, and brand context. Why were these metrics important to the brand?
* When providing engagement/social metrics, detail what these meant for the brand and business.
* **Charts and graphs are encouraged.**
 |
| Provide answer. |
| **4B. Marketing communications rarely work in isolation. Outside of your effort, what else in the marketplace could have affected the results of this case – positive or negative – over the time period?****This is your opportunity to address what else was going on to convince judges of the impact of your case by addressing these factors. You are encouraged to use this space to address the significance or insignificance of other factors on the results achieved by your effort.** **Select factors from the chart and explain the influence of these factors in the space provided. We recognize that attribution can be difficult; however, we’re inviting you to provide the broader picture here in making the case for your effectiveness.***(Maximum: 200 words; 3 charts/graphs)* | **Effie Tips:*** Judges are industry executives and expect entrants to address any other factors here.  **Judges discourage entrants from responding “No Other Factors”.**
* The chart provided is a sampling of common marketplace activities, but your response is not limited to these factors.
* Use this space to prove to the judges that your marketing effort led to the results outlined in question 4A and eliminate other factors.
* Address the full Sustained Success time period.
 |
|  **Couponing** |  **Other marketing for the brand,  running at the same time as this effort** |
|  **CRM/Loyalty Programs** |  **Pricing Changes** |
|  **Economic Factors** |  **Weather** |
|  **Giveaways/Sampling** |  **None** |
|  **Leveraging Distribution** |  **Other \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_** |
| Provide answer. |
| **SOURCES: SECTION 4****You must provide a source for all data and facts presented anywhere in the entry form.** SUGGESTED SOURCING LAYOUT: **Source of Data/Research, Type of Data/Research, Dates Covered****Do not include agency names in the source of research.****Judges are not permitted to visit external websites. If citing a website, please list out the website name, article name (if applicable), and any other relevant citation information.** **Due to Effie’s eligibility period, it is critical in this section that clear time frames noted are provided for all data points – dates covered can be noted in your responses above and/or in the sourcing section below. Do not include any data beyond the end of the eligibility period.** | * Use footnotes to provide sourcing information in each scoring section. Entrants are encouraged to use superscript to link data points to the footnotes provided below.
* Judges encourage third-party data where available.
* Entrants are not permitted to outline additional information in the sources section. Entrants may only include the specific sources of data for the information presented in your responses to questions.
* [**See full guidelines on sourcing here.**](https://effie.fi/osallistu/osallistumisohjeet/entry-kit/)
 |
| Provide sourcing. |

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| **SUSTAINED SUCCESS: INVESTMENT OVERVIEW****The Investment Overview is reviewed as part of Section 3: Bringing the Idea to Life, along with your response to Question 3 and your creative work, as presented in the Creative Reel and Images of Creative. These elements together account for 23.3% of your score.**  |

The Investment Overview, like the rest of the entry form, is completed in the [**Entry Portal**](https://effie-us.acclaimworks.com/). The questions below are visuals to share with your team to gather data. If you’d like to share your responses with your team prior to answering in the online entry area, we suggest highlighting your selected responses on the following pages.

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| **PAID MEDIA EXPENDITURES****Select paid media expenditures (purchased and donated), not including agency fees or production costs, for the effort described in this entry.** **Given the ‘spirit’ of this question use your judgment on what constitutes fees, production and the broad span that covers media – from donated space to activation costs. Select one per time frame. You are required to elaborate to provide context around this budget range. For example, if your budget has changed significantly, how this range compares to your competitors, etc.** **If there were no paid media expenditures, please select Under 0-50 000€ and elaborate below.** |
| **You must provide the budget for A) the initial year the case started (initial year is either the year your case started or prior to 31.8.2017), B) one interim year, and C) the current year (1.9.2019-31.8.2020).** **Indicate the percent change for your budget for each year represented compared to the prior year. (e.g. 2% increase, same, etc.) If not known or not applicable, indicate this.** |
| **Indicate the size of your media budget in the chart below using the following ranges:** |
| 0-50 000€ | 0-50 000€ |
| 51 000-100 000€ | 51 000-100 000€ |
| 101 000-150 000€ | 101 000-150 000€ |
| 151 000-200 000€ | 151 000-200 000€ |
| 201 000-250 000€ | 201 000-250 000€ |
| 251 000-300 000€ | 251 000-300 000€ |
| 301 000-350 000€ | 301 000-350 000€ |
| 351 000-400 000€ | 351 000-400 000€ |
| 400-450 000€ | 400-450 000€ |
| 451 000-500 000€ | 451 000-500 000€ |
| Yli 500 000€ | Yli 500 000€ |
|  | Not Applicable |
| *Example Year:Year #2**2011* | **INITIAL YEAR[Insert Year Here]** | **INTERIM YEAR[Insert Year Here]** | **CURRENT COMPETITION YEAR****[2019-2020]** |
| **PAID MEDIA EXPENDITURES***Example: $2-5 Million* |  |  |  |
| **PERCENT CHANGE FROM PREVIOUS YEAR***Example: Approx. 5% increase* |  |  |  |
|  |
| **Compared to other competitors in this category, this budget is:** | **Less** |
| **About the Same** |
| **More** |
| **Not Applicable (Elaboration Required)** |
|  |
| **Compared to prior year spend on the brand overall, the brand’s overall budget this year is:** | **Less** |
| **About the Same** |
| **More** |
| **Not Applicable (Elaboration Required)** |
|  |
| **BUDGET ELABORATION****Provide judges with the context to understand your budget.****This is an opportunity to provide further context surrounding your budget so judges have a clear understanding and do not question the information provided above.****In addition to providing context around your budget, if you selected Not Applicable to either of the previous two questions, explain why you selected Not Applicable.***(Maximum: 150 words)* | **Effie Tips:*** How did your budget change over time?
* What was the balance of paid, earned, owned, and shared media?
* What was your distribution strategy?
* Did you outperform your media buy?
* If your paid media expenditures are low, but production/activation/other costs were high, or there is a unique situation surrounding your budget, you should elaborate on this here.
 |
| Provide answer. |

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| **OWNED MEDIA****Elaborate on owned media (digital or physical company-owned real estate), that acted as communication channels for case content. Owned media examples may include a corporate website, social media platforms, packaging, a branded store, fleet of buses, etc.**  | Effie Tips:* If owned media platforms were selected on the Communications Touchpoints chart, judges will expect to see an explanation of those platforms in your response.
* Similarly, any owned media described here must also be selected in the communications touchpoints chart. Make sure answers here relate directly back to the selected choices in the “Communications Touchpoints” chart.
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| Provide answer. |

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| **SPONSORSHIPS****Note whether or not your effort included any sponsorships. If so, provide details regarding your sponsorships.** |
| Provide answer. |

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| **SOURCES: INVESTMENT OVERVIEW****You must provide a source for all data and facts presented anywhere in the entry form.** SUGGESTED SOURCING LAYOUT: **Source of Data/Research, Type of Data/Research, Dates Covered****Do not include agency names in the source of research.****Judges are not permitted to visit external websites. If citing a website, please list out the website name, article name (if applicable), and any other relevant citation information.**  | * Use footnotes to provide sourcing information in each scoring section. Entrants are encouraged to use superscript to link data points to the footnotes provided below.
* Judges encourage third-party data where available.
* Entrants are not permitted to outline additional information in the sources section. Entrants may only include the specific sources of data for the information presented in your responses to questions.
* [**See full guidelines on sourcing here.**](https://effie.fi/osallistu/osallistumisohjeet/entry-kit/)
 |
| Provide sources (optional). |

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| **COMMUNICATIONS TOUCHPOINTS****Indicate below all communication touch points used in this case and the % of the total budget that was used for each communications touch point, which should equal 100% for each year.** **You must provide information for A) the initial year your case started (initial year is either the year case started or at least 3 competition years ago-prior to 8/31/17), B) 1 interim year, and C), the current year (9/19-8/20).** **Within your response to Question 3, explain which touchpoints from the below list were integral to reaching your audience and why.**  | **Notes:*** On the creative reel, you must show at least one complete example of each communication touchpoint that was integral to the effort’s success. For example, if you mark 30 boxes below and 10 were key to the driving results and explained as integral in Question 3, those 10 must be featured on the creative reel.
* Answers below should indicate % of total budget used for each communications touchpoint, which should equal 100% for each year.
 |
|  | **INITIAL YEAR[Insert Year Here]** | **INTERIM YEAR[Insert Year Here]** | **CURRENT COMPETITION YEAR****[2019-2020]** |
| **Branded Content** |  |  |  |
| **Cinema**  |  |  |  |
| **Direct** *mail, email, retailer-specific* |  |  |  |
| **Distribution Changes** |  |  |  |
| **Ecommerce** |  |  |  |
| **Events** |  |  |  |
| **Guerrilla** *ambient media, buzz marketing, sampling/trial, street teams, tagging, wraps* |  |  |  |
| **Interactive/Online** *display ads, branded website/microsite, digital video, video skins/bugs, podcasts, gaming, contests, geo-based ads, other* |  |  |  |
| **Internal Marketing**  |  |  |  |
| **Mobile/Tablet** *app, display ad, in-app or in-game ad, location-based communications/real time marketing, messaging/editorial/content, other* |  |  |  |
| **OOH** *airport, billboard, place based, transit, other* |  |  |  |
| **Packaging** |  |  |  |
| **Point of Care (POC)** *brochures, coverwraps, electronic check-in, video (HAN, Accent Health), wallboards, other* |  |  |  |
| **PR** |  |  |  |
| **Pricing** *couponing, trade* |  |  |  |
| **Print** *custom publication, magazine-print or digital, newspaper-print or digital, trade/professional* |  |  |  |
| **Product Design**  |  |  |  |
| **Professional Engagement** *closed loop mktg. (CLM), congresses, continuing engagement, detail/e-detail/ interactive visual aids (IVAs), informational/documentary video, in-office* |  |  |  |
| **Radio** *merchandising, program/content, promo/endorsements, spots* |  |  |  |
| **Retail Experience** *in-store merchandising, in-store video/kiosk, pharmacy, POP, retailtainment, sales promotion, store within a store, other* |  |  |  |
| **Sales Promotion**  |  |  |  |
| **Sampling** |  |  |  |
| **Search Engine Marketing (SEM/SEO)** |  |  |  |
| **Social Media** |  |  |  |
| **Sponsorship** |  |  |  |
| **Trade Communications/Promo** |  |  |  |
| **Trade Shows** |  |  |  |
| **TV** *spots, branded content, sponsorship, product placement, interactive TV/video on demand* |  |  |  |
| **User Generated** *consumer generated, viral, word of mouth* |  |  |  |
| **Other** *\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_* |  |  |  |