

**2021  
ENTRY FORM  
PERFORMANCE MARKETING** Awarding Ideas That Work®

**ENTRY FORM**

Awarding Ideas That Work®

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| **CREATIVE REQUIREMENTS**  Creative work is scored as part of Scoring Section 3: Bringing the Idea to Life, which includes Question 3 and the Investment Overview. Because judges are required to read the written case before reviewing the creative work, the reel should focus on creative examples or other materials created to bring the idea to life internally or externally. The reel is not meant to be a video version of the written case. Review detailed guidance & specs in the [**Creative Requirements Guide**](http://current.effie.org.s3.amazonaws.com/downloads/2021_US_Creative_Requirements.pdf)**.**  **CREATIVE REEL** At minimum, 70% of the reel must be examples of the integral creative work that your audience experienced, or other materials created to bring the idea to life internally or externally. At least one complete example of each integral touchpoint must be shown on the reel. No results or competitor logos/creative work may be included.  **CREATIVE IMAGES** Creative images are an opportunity to highlight your creative work via still images. |
| **ENTRY FORM**  All questions are required, and responses will be seen by judges. Responses must be uploaded to the **Entry Portal**.  In addition to the materials reviewed by judges, entrants are required to provide additional information in the **Entry Portal** before they can submit. These items include credits, publicity materials, permissions, and background data for research/database purposes. These materials help Effie fulfill our non-profit educational mission 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 your intended Entry Deadline. These materials are outlined at the end of this document for easy reference. |



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| **ENTRY DETAILS** | |
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| **EFFIE ENTRY CATEGORY**  [*Review category definitions* ***here***](http://current.effie.org.s3.amazonaws.com/downloads/2021_US_Categories.pdf)*. Entrants may submit a case into a maximum of 4 categories, with no more than 1 Industry category and no more than 2 Commerce & Shopper categories.* | **Performance Marketing**  (ALL OTHER CATEGORIES SHOULD USE THE STANDARD OR SUSTAINED SUCCESS ENTRY FORMS) |
| **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.* |  |
| **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**  *Select all that apply.* | Local / Regional/ National / Multinational / Non-English |
| **INDUSTRY SECTOR**  *Classify your brand by one of the available industry sectors.* | Alcoholic Beverages / Automotive / Beauty & Fragrance / Business & Office Supplies / Cannabis (Recreational) / Delivery Services / Education, Training & Jobs / Electronic Games / Electronics / Entertainment, News, Sports & The Arts / Fashion, Accessories & Jewelry / Financial Services & Banking / Food & Beverages (Non-Alcoholic) / Government & Public Services / Health & Wellness / Health Care / Hobbies, Leisure & Recreation / Home Furnishings & Appliances / Household Supplies / Industrial, Building & Agricultural / Insurance / Internet & Telecom / Non-Profit / Personal Care / Pet Care / Pharmaceuticals / Professional Services / Retail Stores & Online Marketplaces / Software Services & Platforms / Transportation / Tobacco/ Travel, Tourism & Restaurants / Other |
| **INDUSTRY/CATEGORY SITUATION**  *Select one.* | 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 brief summary for each of the items below. A one-sentence summary is recommended for each line.  *(Maximum per line: 20 words)* | |
| The Challenge: |  |
| The Insights: |  |
| The Strategy: |  |
| The Idea: |  |
| Bringing the Idea to Life: | -sentence summary. |
| The Results: |  |
| Specific to the Effie category you are entering, why is this case worthy of an award for 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.  If you are entering this effort into multiple categories, your response to this question is required to be different for each category entered. See category definitions [**here**](http://current.effie.org.s3.amazonaws.com/downloads/2021_US_Categories.pdf).  *(Maximum: 100 words)* | |
| Provide answer. | |

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| **SECTION 1: CHALLENGE, CONTEXT & OBJECTIVES 23.3% 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. |

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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 challenge that stemmed from this business situation?  Provide context on the degree of difficulty of this challenge and detail the business need the effort was meant to address.  Explain characteristics or trends in the market (e.g. government regulations, size of market, societal trends, weather/environmental situations, etc.) Provide context about your brand and business situation, including main competitor spend, position in market, category benchmarks, etc. What were the barriers you were tasked to overcome? Describe the market context for the performance marketing activities.  ***Reminder:*** Judges may not be familiar with your brand’s industry. This context is critical for judges to understand your degree of difficulty.*(Maximum: 275 words; 3 charts/graphs)* | |
| Provide answer. | |
| 1B. Define the target audience(s) you were trying to reach. Why is this audience important to your brand and the growth of your brand’s business?  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? What information influenced your strategic, creative and performance marketing choices? Note: If the target group changed during the campaign, describe this in Section 3 (Bringing Idea to Life).  *(Maximum: 200 words; 3 charts/graphs)* | |
| Provide answer. | |
| 1C. What were your measurable objectives? What were the Key Performance Indicators (KPIs) against your objectives? Provide specific numbers/percentages for each objective and prior year benchmarks wherever possible.  You may provide both Pre-Conversion objectives and Conversion metrics. You must provide at least one conversion objective. Please see the [**Objectives Guide**](http://current.effie.org.s3.amazonaws.com/downloads/Effie_Objectives_Guide.pdf)for examples of Pre-Conversion and Conversion metrics along the customer journey.  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/organization and challenging to achieve. Judges will expect to see context, including prior year, competitive and category benchmarks where possible, around the goal set – why are these goals challenging? Present the performance marketing goals andexplain how these goals relate back to the overall brand or organization’s strategy and objectives.  **RESPONSE FORMAT**  The [Entry Portal](https://effie-us.acclaimworks.com/) matches the response format outlined below. You will be provided space to set-up your objectives and share any overarching explanation to your objectives & KPIs (maximum of 100 words; 3 charts/graphs). Then, you will list out each objective individually and select the type of objective. For each objective, you may provide context, including category background and/or prior year benchmarks, for why the objectives were important for the brand and growth of the business.   * Only one objective is required. Your first objective should be your primary campaign objective, then you may list up to three supporting objectives. Entrants are not expected to use all fields.   + On average, winning campaigns had 3.6 objectives in the 2019 Effie Report. * You may have more than one objective of the same type. | |
| Provide your objectives overview here. Maximum of 100 words, 3 charts/graphs. | |
| **OBJECTIVE #1 – PRIMARY OBJECTIVE**  *(Required)* | |
| **Objective Type**  *(Select One)* | Awareness / Consideration / Purchase / Loyalty / Advocacy |
| **List Objective**  *(Maximum: 25 words)* |  |
| **Context**  *(Optional. Maximum: 50 words; 3 charts/graphs)* |  |
| **OBJECTIVE #2 – SUPPORTING OBJECTIVE**  *(Optional)* | |
| **Objective Type**  *(Select One)* | Awareness / Consideration / Purchase / Loyalty / Advocacy |
| **List Objective**  *(Maximum: 25 words)* |  |
| **Context**  *(Optional. Maximum: 50 words; 3 charts/graphs)* |  |
| **OBJECTIVE #3 – SUPPORTING OBJECTIVE**  *(Optional)* | |
| **Objective Type**  *(Select One)* | Awareness / Consideration / Purchase / Loyalty / Advocacy |
| **List Objective**  *(Maximum: 25 words)* |  |
| **Context**  *(Optional. Maximum: 50 words; 3 charts/graphs)* |  |
| **OBJECTIVE #4 – SUPPORTING OBJECTIVE**  *(Optional)* | |
| **Objective Type**  *(Select One)* | Awareness / Consideration / Purchase / Loyalty / Advocacy |
| **List Objective**  *(Maximum: 25 words)* |  |
| **Context**  *(Optional. Maximum: 50 words; 3 charts/graphs)* |  |
| **DATA SOURCES: SECTION 1**  You must provide a source for all data and facts presented anywhere in the entry form. The below field may only be used to list sources of data provided in your responses above. Entrants may not include any additional context or information in the below field.  ***Recommended Format:*** Use footnotes in your responses above and list each source numerically below. We recommend each source include the following information: Source of Data/Research, Type of Data/Research, Dates Covered. **[View detailed guidelines here.](https://effie.fi/osallistu/entry-kit/)**  Do not include agency names in the source of research – list the company as Agency, Media Agency, PR Agency, etc. Judges encourage third-party data where available. 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. | |
| Provide sources of data included in your responses to Section 1. | |

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| **SECTION 2: INSIGHTS, STRATEGY & STRATEGIC IDEA 23.3% OF TOTAL SCORE**  This section prompts you to explain your strategic process and thinking to the judges as well as the data and audience insights that led to your strategy and idea. Your idea should be borne from these unique insights. Judges will evaluate how inventive and effective the idea and strategy are in meeting the challenge. |

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| 2A. State the insights that led to your strategy and idea. Explain the thinking that led you to your insights.  Some insights come from audience, research, data, and analytics. Others come from inspiration. Describe yours here.  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 strategy and 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.  Your answer in this section should include:   * The data and audience insights that led to your strategy & idea.   + - Your data and audience insights should describe how you creatively connected-the-dots between data points to form your overarching strategy and idea. You should discuss how you discovered new ways of identifying your audience and their search and purchase behavior. * Your initial strategy and idea on how to target and convert your audience.   + - ***Note:*** In Section 3 (Bringing the Strategy to Life), you can describe how you optimized or changed your strategy based on real-time performance.   + Any non-data insights (e.g. behavior observation, market research) that complemented your data insights.   + Any marketing channel insights and strategy that was the foundation of your marketing spend channel mix.   + Any data analysis or consumer behavior observation that provided the breakthrough in shaping your strategy.   ***Note:*** 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 insights may be an audience insight, data insight, channel insight, marketplace insight, etc.  *(Maximum: 400 words; 3 charts/graphs)* |
| Provide answer. |
| 2B. State your strategic big idea.  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.  *(Maximum: 20 words)* |
| Provide answer. |
| **DATA SOURCES: SECTION 2**  You must provide a source for all data and facts presented anywhere in the entry form. The below field may only be used to list sources of data provided in your responses above. Entrants may not include any additional context or information in the below field.  ***Recommended Format:*** Use footnotes in your responses above and list each source numerically below. We recommend each source include the following information: Source of Data/Research, Type of Data/Research, Dates Covered. **[View detailed guidelines here.](https://effie.fi/osallistu/entry-kit/)**  Do not include agency names in the source of research – list the company as Agency, Media Agency, PR Agency, etc. Judges encourage third-party data where available. 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. |
| Provide sources of data included in your responses to Section 2. |

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| **SECTION 3: BRINGING THE IDEA TO LIFE 23.3% OF TOTAL SCORE**  This section relates to how and where you brought your idea to life – this might include one or more of the following: creative, promotional offers and incentives, optimization processes, integration across marketing and traffic channels, technology/marketing experimentation, audience experimentation, etc. Whatever it was you created to solve the business/organizational challenge/opportunity you were facing.  Judges are looking to understand why you chose to do what you did and how it related to your strategy and audience. Judges will provide their score for this section based on this rationale, the additional information you provide in the Investment Overview, and the creative output and/or other materials you created to bring the idea to life internally or externally as presented in the reel and accompanying images. Please provide visuals of every key touchpoint in your activity. Between the creative examples and your response to this question, the judges should have a clear understanding of how you brought the idea to life and how the creative elements and/or other materials you created worked together to achieve your objectives. |

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| 3. How did your performance marketing plan bring the idea to life? Explain your idea and your performance marketing strategy as borne from the insights and strategic challenge described earlier.  Your answer should include the following:   * A description of your creative strategy for your main marketing vehicles and call-to-action (e.g. SEM copy, display ads, email copy and visuals, short or long videos, etc.) * The promotional offers, sales incentives, and/or download incentives were utilized as part of this case. * The optimization process. Describe how you optimized and adapted to maximize results? Include changes to creative, site product images, paid spend against ads, marketing tactics and keyword strategy, etc. * Integration across marketing and traffic channels. Explain how paid advertising, social media, influencers, on-site marketing, SEO, email marketing, affiliate marketing, etc. worked together to drive potential customers from the top of the funnel down to purchase. Explain how you changed your spend across channels and traffic sources during campaign optimization. * Technology experimentation. Describe how you used new technology or new marketing forms in order to achieve results. (AI, voice recognition, new ad formats from large partners and platforms, etc.) * Audience experimentation.   If applicable, 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? Why did you choose certain channels and not others? Your explanation below must include which specific channels were considered integral to your strategy and why.  As part of your response, provide context on any integral marketing components that were active in the effort, e.g. couponing, CRM/loyalty programs, giveaways/sampling, leveraging distribution, pricing changes, etc.  ***Note:*** Your response to Question 3 should complement the creative examples, as shown in the reel and images, and the information provided in the Investment Overview.  *(Maximum: 475 words; 3 charts/graphs)* |
| Provide answer. |
| **KEY VISUAL**  You have the option to upload a single image to accompany your explanation in this section. It may be a key visual, media plan, a flowchart, storyboard, etc. The image must be jpg/jpeg/png. |
| For internal review purposes, we recommend copying the image here. When uploading the image into the Entry Portal, please ensure you upload a high-res version of the image, to ensure all text is legible. |
| **DATA SOURCES: SECTION 3**  You must provide a source for all data and facts presented anywhere in the entry form. The below field may only be used to list sources of data provided in your responses above. Entrants may not include any additional context or information in the below field.  ***Recommended Format:*** Use footnotes in your responses above and list each source numerically below. We recommend each source include the following information: Source of Data/Research, Type of Data/Research, Dates Covered. **[View detailed guidelines here.](https://effie.fi/osallistu/entry-kit/)**  Do not include agency names in the source of research – list the company as Agency, Media Agency, PR Agency, etc. Judges encourage third-party data where available. 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. |
| Provide sources of data included in your responses to Section 3. |

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| **SECTION 4: RESULTS 30% 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/organization/cause. You will need to provide a result corresponding to each objective listed in your response to question 1C – objectives will appear above your response to question 4A in the [Entry Portal](https://effie-us.acclaimworks.com/).  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. |

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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. Tie together the story of how your work drove the results. Prove the results are significant using category, competitive, prior year, and brand context. Discuss your baseline sale or baseline non-sale conversions related to your objectives prior to your campaign. Why were these metrics important to the brand?  Results must relate to your specific audience, objectives, and KPIs. Your answer must include results for your key conversion metrics (initial result, best result & timing, results stemming from optimization, etc.)  **RESPONSE FORMAT**  You have up to 250 words and 3 charts/graphs to set up your results. Then, for each objective provided in Question 1C, you are required to provide a corresponding result. Provide context to prove the importance of these results for the brand.  If you have additional results to report beyond the objectives set-up in Question 1C, you may also list those results in the designated space below.  **ELIGIBILITY REMINDERS**  Failing to follow eligibility rules will result in disqualification.   * Provide a clear time frame for all data shown – either within your response or via the sources box. * Do not include data past the end of the eligibility period (8/31/2021). * All results must be isolated to Finland. * ***Special Circumstance:*** If your effort launched in August 2020 or ended in September 2021, you may include results from that period for review by the judges * It is critical to provide sources for all results provided. | | |
| You may use this space to set-up your results section – max 250 words, 3 charts/graphs. | | |
| **RESULT #1 – PRIMARY RESULT**  *(Required – Corresponds to Objective #1 listed in 1C)* | | |
| **List Objective #1 from Question 1C** | For reference, we encourage you to list Objective #1 from Question 1C here. The entry portal will do this for you automatically. | |
| **List Result**  *(Maximum: 25 words)* |  | |
| **Context**  *(Optional. Maximum: 75 words; 3 charts/graphs)* |  | |
| **RESULT #2 – SUPPORTING RESULT**  *(Corresponds to Objective #2 listed in Question 1C, if applicable)* | | |
| **List Objective #2 from  Question 1C** |  | |
| **List Result**  *(Maximum: 25 words)* |  | |
| **Context**  *(Optional. Maximum: 75 words; 3 charts/graphs)* |  | |
| **RESULT #3 – SUPPORTING RESULT**  *(Corresponds to Objective #3 listed in Question 1C, if applicable)* | | |
| **List Objective #3 from  Question 1C** |  | |
| **List Result**  *(Maximum: 25 words)* |  | |
| **Context**  *(Optional. Maximum: 75 words; 3 charts/graphs)* |  | |
| **RESULT #4 – SUPPORTING RESULT**  *(Corresponds to Objective #4 listed in Question 1C, if applicable)* | | |
| **List Supporting Objective #3 from Question 1C** |  | |
| **List Result**  *(Maximum: 25 words)* |  | |
| **Context**  *(Optional. Maximum: 75 words; 3 charts/graphs)* |  | |
| **ADDITIONAL RESULTS**  You may use the below space to provide additional results achieved that you did not have had an initial objective for. Max 150 words, 3 charts/graphs. This space may only be used for additional results beyond those that align with your listed objectives. It is not required to provide additional results & you may leave this field blank. | | |
| List additional results here. | | |
| 4B. Marketing rarely works in isolation. Outside of your effort, what else in the marketplace could have affected the results of this case – positive or negative?  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. The chart provided is a sampling of marketplace activities, but your response is not limited to these factors. 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.  ***Reminder:*** Judges are industry executives and expect entrants to address any other factors here. Use this space to prove to the judges that your marketing effort led to the results outlined above and eliminate other factors. Judges discourage entrants from responding “No Other Factors”.  *(Maximum: 150 words; 3 charts/graphs)* | | |
| **Business Events**  *(e.g. changes in supply chain, government regulations)* | | **Societal or Economic Events**  *(e.g. changes in economic, political, social factors)* |
| **Internal Company Events**  *(e.g. change in ownership, internal dynamics, etc.)* | | **Public Relations** |
| **Natural Events**  *(e.g. weather, natural phenomenon, etc.)* | | **No Other Factors** |
| **Other marketing for the brand, running at the same time as this effort** | | **Other** \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ |
| Provide answer. | | |
| **DATA SOURCES: SECTION 4**  You must provide a source for all data and facts presented anywhere in the entry form. The below field may only be used to list sources of data provided in your responses above. Entrants may not include any additional context or information in the below field.  ***Recommended Format:*** Use footnotes in your responses above and list each source numerically below. We recommend each source include the following information: Source of Data/Research, Type of Data/Research, Dates Covered. **[View detailed guidelines here.](https://effie.fi/osallistu/entry-kit/)**  Do not include agency names in the source of research – list the company as Agency, Media Agency, PR Agency, etc. Judges encourage third-party data where available. 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. | | |
| Provide sources of data included in your responses to Section 4. | | |

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| **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 Reel and Images. 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**. 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.  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 0 - 50 000 € and elaborate below. | |
| **Current Year: September 2020 – August 2021** | **Campaign Period: Previous Year/Time Period** |
| 0 - 50 000 € | 0 - 50 000 € |
| 50 001 - 100 000 € | 50 001 - 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 € |
| 401 000 - 450 000 € | 401 000 - 450 000 € |
| 451 000 - 500 000 € | 451 000 - 500 000 € |
| over 500 000 € | over 500 000 € |
|  | Not Applicable |
|  | |
| Compared to other competitors in this category, this budget is: | Less |
| About the Same |
| More |
| Not Applicable (Elaboration Required) |
|  | |
| Compared to previous year/time period spend on the brand overall, the brand’s overall budget this year/time period is: | Less |
| About the Same |
| More |
| Not Applicable (Elaboration Required) |
|  | |
| **MEDIA BUDGET ELABORATION**  Provide judges with the context to understand your budget.  What was the balance of paid, earned, owned and shared media? What was your distribution strategy? Did you outperform your media buy? 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: 100 words)* | |
| Provide answer. | |

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| **PRODUCTION & OTHER NON-MEDIA EXPENDITURES**  Select a budget range for the key assets you developed to bring your idea to life. This should include hard pre and post productions costs, talent (influencer or celebrity fees) and any activation costs. | |
| 0 - 50 000 € | 351 000 - 400 000 € |
| 50 001 - 100 000 € | 401 000 - 450 000 € |
| 101 000 - 150 000 € | 451 000 - 500 000 € |
| 151 000 - 200 000 € | over 500 000 € |
| 201 000 - 250 000 € | Not Applicable |
| 251 000 - 300 000 € | Not Available / Unknown |
| 301 000 - 350 000 € |
|  | |
| **PRODUCTION & OTHER NON-MEDIA EXPENDITURES ELABORATION**  Provide judges with the context to understand the selection outlined above. 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.  *(Maximum: 100 words)* | |
| 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.  If owned media platforms were selected on the 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 touchpoints chart.  *(Maximum: 100 words)* |
| Provide answer. |

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| **SPONSORSHIP AND MEDIA PARTNERSHIPS**  Select the types of sponsorships /media partnerships used in your case. Choose all that apply.  Then, provide additional context regarding these sponsorships and media partnerships, including timing.  *(Maximum: 100 words)* | | | |
| Product Placement – Occasional | Product Placement – Ongoing | Sponsorship –  On Site | Sponsorship –  Live Activation |
| Sponsorship –  Talent or Influencer | Unique Opportunity | Not Applicable |  |
| Provide elaboration. | | | |

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| **DATA SOURCES: INVESTMENT OVERVIEW**  You must provide a source for all data and facts presented anywhere in the entry form. The below field may only be used to list sources of data provided in your responses above. Entrants may not include any additional context or information in the below field.  ***Recommended Format:*** Use footnotes in your responses above and list each source numerically below. We recommend each source include the following information: Source of Data/Research, Type of Data/Research, Dates Covered. **[View detailed guidelines here.](https://effie.fi/osallistu/entry-kit/)**  Do not include agency names in the source of research – list the company as Agency, Media Agency, PR Agency, etc. Judges encourage third-party data where available. 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. |
| Provide sources of data included in your responses in the Investment Overview. |

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| **ALL TOUCHPOINTS AS PART OF YOUR EFFORT**  Select all touchpoints used in the effort, based on the options provided in the below chart. Within your response to Question 3, explain which touchpoints from the below list were integral to reaching your audience and why.  On the creative reel, you must show at least one complete example of each touchpoint that was integral to the effort’s success. For example, if you mark 10 boxes below and 8 were key to the driving results and explained as integral in Question 3, those 10 must be featured on the reel. | | |
| Branded Content – Editorial | Digital Mktg. - SEM | Print - Magazine |
| Branded Content – Product Placement | Digital Mktg. - SEO | Print - Newspaper |
| Cinema | Digital Mktg. – Short Video  (:15-3 min.) | Public Relations |
| Contests | Digital Mktg. – Social: Organic | Radio |
| Digital Mktg. – Affiliate | Digital Mktg. – Social: Paid | Retail Experience: Digital |
| Digital Mktg. – Audio Ads | Digital Mktg. – Video Ads | Retail Experience: In Store |
| Digital Mktg. – Content Promotion | Direct Mail | Sales Promotion, Couponing & Distribution |
| Digital Mktg. – Display Ads | Events | Sampling/Trial |
| Digital Mktg. – Email/Chatbots/Text/Messaging | Health Offices / Point of Care | Sponsorships – Entertainment |
| Digital Mktg. – Gaming | Influencer / Key Opinion Leader | Sponsorships – Sports |
| Digital Mktg. – Influencers | Interactive / Website / Apps | Sponsorships – Unique Opportunity |
| Digital Mktg. – Location based | Internal/In-Office Marketing | Street Mktg. |
| Digital Mktg. – Long Video  (3+ min.) | Loyalty Programs | Trade Shows, Trade Communications, Professional Engagement |
| Digital Mktg. – Marketplace Ads | OOH – Billboards | TV |
| Digital Mktg. – Mobile | OOH – Other Outdoor | User Generated Content & Reviews |
| Digital Mktg. – Product Placement | OOH - Transportation | Other: |
| Digital Mktg. – Programmatic Display Ads | Packaging & Product Design |
| Digital Mktg. - Programmatic Video Ads | Print – Custom Publication |

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| **MAIN TOUCHPOINTS**  From the list outlined above, select the three most integral communications touchpoints for your effort. List in order of most integral to least integral. | |
| **MAIN TOUCHPOINT #1**  *(Select one of the touchpoints from the chart above.)* |  |
| **MAIN TOUCHPOINT #2**  *(Select one of the touchpoints from the chart above or Not Applicable.)* |  |
| **MAIN TOUCHPOINT #3**  *(Select one of the touchpoints from the chart above or Not Applicable.)* |  |

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| **SOCIAL MEDIA PLATFORMS**  Select all social media platforms utilized in your effort from the list below. | | | |
| Blog  (Tumblr, Medium, etc.) | Instagram | Reddit | Twitter |
| Discord | LinkedIn | Snapchat | WeChat |
| Facebook | Pandora | Spotify | WhatsApp |
| Flickr | Pinterest | TikTok | YouTube |
| Not Applicable | | Other: | |