**A gold and black award

Description automatically generated with medium confidence**

**Please read the information below before completing:**

This Word document is designed to help you collaborate with your team as you prepare your entry, it’s not your final entry (which needs to be done online). This document mirrors our 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 of the options, so there are no surprises (but it does make the document look a lot longer than it is in reality, so don’t be put off).

To submit, please access the online [Entry Portal](https://effie-uk.acclaimworks.com/) and copy your answers from this document into it.

**Only use this Entry Form Template if you wish to submit your case into the Performance Marketing category – there are separate Entry Form Templates for other categories.**

**Performance Marketing category definition**

This category recognises the most effective performance marketing cases.

Performance marketing refers to online marketing and advertising programmes in which advertisers (a.k.a., “retailers” or “merchants”) pay marketing companies (a.k.a, “affiliates” or “publishers”) when a specific action is completed; such as a sale, lead or click. Key performance marketing channels include native advertising, sponsored advertising, affiliate marketing, social media advertising, search engine marketing.

To participate your case must be led by performance marketing and you must demonstrate how it drove results for the business using performance marketing practices and KPIs.

**Questions?**

Our **Entry Kit** has all the practical information you need to guide you through writing and submitting your entry – please refer to it as you fill in this form. And our **Effective Entry Guide** will help you make it the best it can be - it includes tips and advice from some of our most experienced judges. If you’re unclear about how to tackle any question, you’ll find specific guidance on each one – you can download these documents from our [Awards website](https://marketing.effie.org/effie-awards-united-kingdom-2024-1).

If you need more information, please contact us at [effieuk@effie.org](mailto:effieuk@effie.org)and we’ll be happy to help.

**Please remember:**

Although the Entry Form is one of the most important parts of your entry, your submission should include the following:

|  |  |
| --- | --- |
| **SEEN BY JUDGES** | **ADDITIONAL REQUIREMENTS** |
| **Written Entry Form,** across the following tabs: Entry Details/Executive Summary, Four Sections using Effie’s Effectiveness Framework, Investment Overview | **Case Background.** Topline information on your brand, audience, competitors, research partners, media partners. |
| **Creative Examples (Creative Reel, Images).** Review requirements in the [**Entry Kit**](https://www.effie.org/77/entry_details). | **Company & Individual Credits.** Credit the key companies and individuals who were part of making this activity a success. |
|  | **Permissions, Authorisation & Verification of Entry.** Indicate your publication permissions, sign the authorisation form and agree to Competition Rules & Regulations. |

If you’re contributing to this entry and you’re not familiar with Effie, here’s a short overview to provide you with some (hopefully useful) context:

Effie exists to lead, inspire & champion the practice and practitioners of marketing effectiveness globally. We champion effectiveness through smart leadership, inspiring insights and the largest marketing effectiveness awards programme in the world.

As a global, non-profit organisation, effectiveness is our only focus.  We’re the world’s largest community of thinkers and practitioners of marketing, powered by a data set of effectiveness cases from over 125 markets.  A unifying force for brands, agencies and media platforms the world over, we push progressive thinking forward and foster an industry-wide culture of effectiveness, while equipping marketers with the tools and training they need to succeed.

The Effie Awards are a globally recognised symbol of outstanding achievement.  We are proud to honour all types of effective marketing and the people who make it.  By participating, you are helping to build a legacy of brilliant thinking that will inspire marketeers for years to come.

**We wish you all the best in this year’s competition!**

|  |  |
| --- | --- |
| **ENTRY DETAILS** | |
|  | |
| **EFFIE ENTRY CATEGORY**  *Review category definitions in the back of the Entry Kit* | **PERFORMANCE MARKETING** |
| **BRAND NAME**  *List the specific brand name here (not the parent company name)* |  |
| **ENTRY TITLE**  *Your Entry Title should be a short sentence. The Entry Title will be used in publicity materials if the case is a winner or finalist.* |  |
| **DATES EFFORT RAN**  *List the start/end dates of the effort, even if it goes beyond the Effie eligibility period.*  *Efforts that are ongoing should leave the end date blank in the Entry Portal.* | MM/DD/YY – MM/DD/YY |
| **REGIONAL CLASSIFICATION**  *Select all that apply.* | Drop down on portal as follows:  Local / Regional/ National / Multinational |
| **INDUSTRY SECTOR**  *Classify your brand by one of the available industry sectors.* | Drop down list on portal as follows:  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 / Home Furnishings & Appliances / Household Supplies / Industrial, Building & Agricultural / Insurance / Internet & Telecom / Lifestyle, Lifestage, Social Platforms & Services / Non-Profit / Personal Care / Pet Care / Pharmaceuticals / Professional Services / Restaurants & Foodservice / Retail Stores & Online Marketplaces / Software Services & Platforms / Tobacco / Toys, Games, Sporting Goods & Hobbies / Transportation / Travel & Tourism / Other |
| **INDUSTRY/CATEGORY SITUATION**  *Select one.* | Drop down list to choose from:  Growing / Flat / In Decline |

|  |  |
| --- | --- |
| **EXECUTIVE SUMMARY** | |
|  | |
| Give the judges an understanding of the case they are about to read by providing a summary for each of the items below. A one-sentence summary is recommended for each line.  *(Maximum per line: 20 words.)* | |
| The Challenge: |  |
| The Insight: |  |
| The Strategic Idea/Build: |  |
| Bringing the Strategy to Life: | -sentence summary. |
| The Results: |  |
| Why is this entry an outstanding example of effective marketing in this Effie entry category?  Summarise your case by focusing on how your results related directly back to your challenge and objectives. Refer to entry kit for more guidance. If judges have questions about your eligibility in this category, they will refer to this response. Your answer will be used for publicity purposes if you are a finalist or a winner.  *(Maximum: 100 words)* | |
| Provide answer. | |

|  |
| --- |
| **SECTION 1: CHALLENGE, CONTEXT & OBJECTIVES 23.3% OF TOTAL SCORE**  This section covers your strategic business context for your marketing activity, alongside your key business challenge and objectives.  Please provide the necessary context on your industry category, competitors and brand so the judges can evaluate your entry. Outline why your business challenge was the right opportunity to grow and the degree of ambition represented by your objectives. |

|  |  |
| --- | --- |
| 1A. Before your effort began, what was the state of the brand’s business and the overall category in which it competes? What was the strategic challenge for your business? Provide context on the degree of difficulty of this challenge.  *(Maximum: 700 words; 3 charts/visuals)* | |
| Provide answer. | |
| 1B. What were the Business, Marketing and Campaign/Activity objectives that you set to address your challenge? What were the Key Performance Indicators (KPIs) set against each objective? Provide specific numbers/percentages for each and 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.  ***RESPONSE FORMAT***  *List each objective individually. We have allowed for one key business objective (required) and up to 3 Customer marketing and campaign objectives (1 required, 3 maximum for both types). If you had fewer customer and marketing objectives, that is fine, please leave the fields blank. For each objective, provide brief context for why you chose it, state the KPIs and benchmarks.* | |
| **BUSINESS OBJECTIVE**  *(Required)* | |
| **Objective - Overview & KPI**  *(Maximum: 30 words)* |  |
| **Rationale – Why the objective was selected & what is the benchmark?**  *(Maximum: 75 words; 3 charts/visuals)* |  |
| **Measurement - How did you plan to measure it?**  *(Maximum: 30 words)* |  |
| **Tagging - What keywords best describe your objective type?**  *(1 Required, No Maximum)* | Select from the following list in the portal:  Brand or business transformation  Category growth  Environmental/social impact (e.g. sustainability/purpose/diversity/CSR)  Geographic expansion  New brand or product/service launch  Profitability (growth/maintenance/easing decline)  Revenue (growth/maintenance/easing decline/value share)  Volume (growth/maintenance/easing decline/volume share)  Other (add your own) |
| **MARKETING OBJECTIVE 1**  *(Required)* | |
| **Objective - Overview & KPI**  *(Maximum: 30 words)* |  |
| **Rationale – Why the objective was selected & what is the benchmark?**  *(Maximum: 75 words; 3 charts/visuals)* |  |
| **Measurement - How did you plan to measure it?**  *(Maximum: 30 words)* |  |
| **Tagging - What keywords best describe your objective type?**  *(1 Required, No Maximum)* | Select from the following list in the portal:  Advocacy/recommendation  Changes in specific brand attributes  Consideration  Conversion  Cultural relevance  Frequency  Lead generation  Penetration/acquisition  Renewal/retention/life time value  Salience/awareness  Weight/value of purchase  Other (add your own) |
| **MARKETING OBJECTIVE 2**  *(Optional)* | |
| **Objective - Overview & KPI**  *(Maximum: 30 words)* |  |
| **Rationale – Why the objective was selected & what is the benchmark?**  *(Maximum: 75 words; 3 charts/visuals)* |  |
| **Measurement - How did you plan to measure it?**  *(Maximum: 30 words)* |  |
| **Tagging - What keywords best describe your objective type?**  *(1 Required, No Maximum)* | Select from the following list in the portal:  Advocacy/recommendation  Changes in specific brand attributes  Consideration  Conversion  Cultural relevance  Frequency  Lead generation  Penetration/acquisition  Renewal/retention/life time value  Salience/awareness  Weight/value of purchase  Other (add your own) |
| **MARKETING OBJECTIVE 3**  *(Optional)* | |
| **Objective - Overview & KPI**  *(Maximum: 30 words)* |  |
| **Rationale – Why the objective was selected & what is the benchmark?**  *(Maximum: 75 words; 3 charts/visuals)* |  |
| **Measurement - How did you plan to measure it?**  *(Maximum: 30 words)* |  |
| **Tagging - What keywords best describe your objective type?**  *(1 Required, No Maximum)* | Select from the following list in the portal:  Advocacy/recommendation  Changes in specific brand attributes  Consideration  Conversion  Cultural relevance  Frequency  Lead generation  Penetration/acquisition  Renewal/retention/life time value  Salience/awareness  Weight/value of purchase  Other (add your own) |
| **CAMPAIGN/ACTIVITY OBJECTIVE 1**  *(Required)* | |
| **Objective - Overview & KPI**  *(Maximum: 30 words)* |  |
| **Rationale – Why the objective was selected & what is the benchmark?**  *(Maximum: 75 words; 3 charts/visuals)* |  |
| **Measurement - How did you plan to measure it?**  *(Maximum: 30 words)* |  |
| **Tagging - What keywords best describe your objective type?**  *(1 Required, No Maximum)* | Select from the following list in the portal:  Advocacy/recommendation  Efficiency (e.g. cost per acquisition)  Popularity/fame/social discourse  Positive sentiment/emotional resonance  Reach (e.g. open rate, shares, views, attendance)  Recall (brand/ad/activity)  Other (add your own) |
| **CAMPAIGN/ACTIVITY OBJECTIVE 2**  *(Optional)* | |
| **Objective - Overview & KPI**  *(Maximum: 30 words)* |  |
| **Rationale – Why the objective was selected & what is the benchmark?**  *(Maximum: 75 words; 3 charts/visuals)* |  |
| **Measurement - How did you plan to measure it?**  *(Maximum: 30 words)* |  |
| **Tagging - What keywords best describe your objective type?**  *(1 Required, No Maximum)* | Select from the following list in the portal:  Advocacy/recommendation  Efficiency (e.g. cost per acquisition)  Popularity/fame/social discourse  Positive sentiment/emotional resonance  Reach (e.g. open rate, shares, views, attendance)  Recall (brand/ad/activity)  Other (add your own) |
| **CAMPAIGN/ACTIVITY OBJECTIVE 3**  *(Optional)* | |
| **Objective - Overview & KPI**  *(Maximum: 30 words)* |  |
| **Rationale – Why the objective was selected & what is the benchmark?**  *(Maximum: 75 words; 3 charts/visuals)* |  |
| **Measurement - How did you plan to measure it?**  *(Maximum: 30 words)* |  |
| **Tagging - What keywords best describe your objective type?**  *(1 Required, No Maximum)* | Select from the following list in the portal:  Advocacy/recommendation  Efficiency (e.g. cost per acquisition)  Popularity/fame/social discourse  Positive sentiment/emotional resonance  Reach (e.g. open rate, shares, views, attendance)  Recall (brand/ad/activity)  Other (add your own) |

|  |  |
| --- | --- |
| **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. Do not include agency names in your sources. | |
| Provide sources of data included in your responses to Section 1. | |
| **SECTION 2: STRATEGY: INSIGHT(S) & STRATEGIC IDEA 23.3% OF TOTAL SCORE**  This section covers the key building blocks of your strategy.  Explain to the judges why you chose the audience you did. Outline your key insight(s) and how they led to the strategic idea or build that addressed the business challenge the brand was facing. | |

|  |
| --- |
| 2A. Define the target audience(s) you were trying to reach and explain why it was/they were relevant to the brand and the challenge. 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 the Strategy & Idea to Life).  *(Maximum: 400 words, 3 charts/visuals)* |
| Provide answer. | |
| 2B. Describe your insight(s) here. Explain the thinking that led you to your insight(s). Some insights come from audience, research, data, and analytics. Others come from inspiration. Please refer to entry kit for further detail of what the judges are looking for in answer to this question.  *(Maximum: 400 words, 3 charts/visuals)* |
| Provide answer. |
| 2C. What was the strategic idea or build followed from your insights that enabled you to pivot from challenge to solution for your brand and customer? Please refer to entry kit for further detail of what the judges are looking for in answer to this question.  *(Maximum: 300 words, 1 chart/visual)* |
| 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, do not include any other information.  ***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. Do not include agency names in your sources. |
| Provide sources of data included in your responses to Section 2. |
| **SECTION 3: BRINGING THE STRATEGY & IDEA TO LIFE 23.3% OF TOTAL SCORE**  This section relates to how you built a compelling creative and channel plan i.e. how and where you brought your idea to life. And how you tested for ongoing optimisation.  Help the judges evaluate your entry by demonstrating how you created work that targeted and motivated customers effectively. Outline how your creative and channels plans worked together to drive results. | |

|  |
| --- |
| 3A. Describe the key elements of your plan that activated your strategy. Outline any components that were active in the effort e.g. CRM programme, SEM, display advertising, native advertising, affiliate marketing, new technologies (e.g. AI), customer experience, pricing changes as well as promotions and communications.  *(Maximum: 300 words, 2 charts/visuals)* |
| Provide answer. |
| 3B. Outline the key building blocks of the creative executions for your main marketing vehicles e.g. endline, call-to-actions and format choices, SEM copy, display ads, email copy and visuals, short or long videos, etc. Include any important changes that optimised the creative while the activity was running.  *(Maximum: 300 words, 2 charts/visuals)* |
| Provide answer. |
| 3C. How did you bring your strategy to your target market? What was the rationale behind your channel strategy/approach? Explain how the integral elements (e.g. paid advertising, social media, SEO, email marketing, affiliate marketing, etc.) worked together to drive potential customers from the top of the funnel down to purchase. *(Maximum: 400 words; 3 charts/visuals)* |
| Provide answer. |
| 3D. If relevant, explain how you optimised creative work, channel plans and spend during the campaign.  *(Maximum: 300 words; 3 charts/visuals)* |
| Provide answer. |
| **KEY VISUAL**  You have the option to upload a single image to accompany your explanation in this section to show how you brought your strategy and idea to life. It may be a media plan, a marketing mix visual, a flowchart, a calendar, a storyboard, etc. The image must be jpg/jpeg/png. You do not need to upload a copy of any of your creative images for judging here, as judges will view those on the creative examples tab. |
|  |
| **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. Do not include agency names in your sources. |
| Provide sources of data included in your responses to Section 3. |

|  |
| --- |
| **SECTION 4: RESULTS 30% OF TOTAL SCORE**  This section relates to your results. Demonstrate the impact your effort has had on your business/brand objectives - attributable to the activity and taking into account other factors. You will need to provide a result corresponding to each objective listed in your response to question 1B– objectives will appear above your response to question 4A in the Entry Portal. |

|  |  |  |
| --- | --- | --- |
| 4A. How do you know it worked? Explain, with category context, why these results are significant for the brand’s business. Discuss your baseline sale or baseline non-sale conversions related to your objectives prior to your campaign.  Results must relate back 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 optimisation, etc.).  **RESPONSE FORMAT**  You have up to 350 words and 5 charts/visuals to set up your results. Then, for each objective provided in Question 1B, you are required to provide a corresponding result. | | |
| Provide Answer: | | |
| **Business Objective Results**  *(Required – Corresponds to your Business Objective listed in 1B)* | | |
| **Business Objective from** **Question 1B** | The entry portal will list your Business Objective from Question 1B here automatically | |
| **List Result**  *(Maximum: 30 words)* |  | |
| **Context**  *(Maximum: 75 words; 3 charts/visuals)* |  | |
| **Marketing Objective #1 Results**  *(Required - Corresponds to Marketing Objective #1 listed in 1B)* | | |
| **Marketing Objective #1 from**  **Question 1B** | The entry portal will list Marketing Objective #1 from Question 1B here automatically | |
| **List Result**  *(Maximum: 30 words)* |  | |
| **Context**  *(Maximum: 75 words; 3 charts/visuals)* |  | |
| **Marketing Objective #2 Results**  *(Required if Marketing Objective #2 was provided in1B)* | | |
| **Marketing Objective #2 from**  **Question 1B** | The entry portal will list Marketing Objective #2 from Question 1B here automatically | |
| **List Result**  *(Maximum: 30 words)* |  | |
| **Context**  *(Maximum: 75 words; 3 charts/visuals)* |  | |
| **Marketing Objective #3 Results**  *(Required if Marketing Objective #3 was provided in 1B)* | | |
| **Marketing Objective #3 from**  **Question 1B** | The entry portal will list Marketing Objective #3 from Question 1B here automatically | |
| **List Result**  *(Maximum: 30 words)* |  | |
| **Context**  *(Maximum: 75 words; 3 charts/visuals)* |  | |
| **Campaign/Activity Objective #1 Results**  *(Required - Corresponds to Campaign/Activity Objective #1 listed in 1B)* | | |
| **Campaign/Activity Objective #1 from Question 1B** | The entry portal will list Campaign/Activity Objective #1 from Question 1B here automatically | |
| **List Result**  *(Maximum: 30 words)* |  | |
| **Context**  *(Maximum: 75 words; 3 charts/visuals)* |  | |
| **Campaign/Activity Objective #2 Results**  *(Required if Campaign/Activity Objective #2 was provided in 1B)* | | |
| **Campaign/Activity Objective #2 from Question 1B** | The entry portal will list Campaign/Activity Objective #2 from Question 1B here automatically | |
| **List Result**  *(Maximum: 30 words)* |  | |
| **Context**  *(Maximum: 75 words; 3 charts/visuals)* |  | |
| **Campaign/Activity Objective #3 Results**  *(Required if Campaign/Activity Objective #3 was provided in 1B)* | | |
| **Campaign/Activity Objective #3 from Question 1B** | The entry portal will list Campaign/Activity Objective #3 from Question 1B here automatically | |
| **List Result**  *(Maximum: 30 words)* |  | |
| **Context**  *(Maximum: 75 words; 3 charts/visuals)* |  | |
| **ADDITIONAL RESULTS**  You may use the below space to provide additional results achieved that you did not have had an initial objective for. 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.  *(Maximum: 150 words; 3 charts/visuals)* | | |
| 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?  After selecting from the list below, provide an explanation of the impacts on the case.  *(Maximum: 200 words; 3 charts/visuals)* | | |
| **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. Do not include agency names in your sources. | | |
| Provide sources of data included in your responses to Section 4. | | |

|  |
| --- |
| **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**](https://effie-uk.acclaimworks.com). The questions below are visuals of all the drop-down box options to share with your team to gather data. |

|  |  |
| --- | --- |
| **PAID MEDIA EXPENDITURES**  Select paid media expenditures (purchased and donated), not including agency fees or production costs, for the effort described in this entry. If there were no paid media expenditures, please select Not applicable and elaborate below. If the case did not run the previous year, select Not applicable and provide context in the elaboration area below. | |
| **Current Competition Time Period:**  **July 2022 – December 2023** | **Previous Comparable Time Period:**  **January 2021 – June 2022** |
| Under £50,000 | Under £50,000 |
| £50,000 - £200,000 | £50,000 - £200,000 |
| £200,000 - £500,000 | £200,000 - £500,000 |
| £500,000 - £999,000 | £500,000 - £999,000 |
| £1,000,000 - £2,000,000 | £1,000,000 - £2,000,000 |
| £2,000,000 - £3,000,000 | £2,000,000 - £3,000,000 |
| £3,000,000 - £5,000,000 | £3,000,000 - £5,000,000 |
| £5,000,000 and over | £5,000,000 and over |
| Not applicable | Not applicable |
|  | |
| Compared to other competitors in this category, this budget is: | Less |
| About the Same |
| More |
| Not Applicable (Elaboration Required) |
|  | |
| Compared to previous comparable period spend on the brand overall, the brand’s overall budget in this 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?  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. | |

|  |  |
| --- | --- |
| **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. | |
| **Under £50,000** | **£2,000,000 - £3,000,000** |
| **£50,000 - £200,000** | **£3,000,000 - £5,000,000** |
| **£200,000 - £500,000** | **£5,000,000 and over** |
| **£500,000 - £999,000** | **Not Applicable** |
| **£1,000,000 - £2,000,000** | **Not Available / Unknown** |
|  | |
| **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. | |

|  |
| --- |
| **OWNED MEDIA**  Elaborate on owned media (digital or physical company-owned real estate), that acted as communication channels for case content.  *(Maximum: 100 words)* |
| Provide answer |

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **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. | | | | | |
| **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. Do not include agency names in your sources. | | | | | |
| Provide sources of data included in your responses in the Investment Overview. | | | | | |
| **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 8 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 | |

|  |  |
| --- | --- |
| **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.)* |  |

|  |  |  |  |
| --- | --- | --- | --- |
| **CASE BACKGROUND**  This information is for research and database purposes. These responses are not seen by judges. | | | |
|  | | | |
| **PRODUCT/SERVICE TYPE**  *Select one.* | | Tangible Good / Service / Other | |
| **PARENT BRAND STATUS**  *Select one.* | | Existing Parent Brand / New Parent Brand / Not Applicable | |
| **SUB-BRAND STATUS**  *Select one.* | | Existing Sub-Brand / New Sub-Brand / Not Applicable | |
| **NEW / EXISTING PRODUCT/SERVICE**  *Select one.* | | New / Existing | |
| **CATEGORY STATUS**  *Does the product/service create a new category or is it joining an existing category?**Select one.* | | New Category / Existing Category | |
| **PRIMARY END USER**  *Select one.* | | Business Purposes / Consumer Purposes / Not Applicable | |
| **CLASSIFICATION**  *Select one.* | | Mainstream / Luxury / Not Applicable | |
| **POINT OF PURCHASE**  *Select the option that best describes how the audience purchased your product or donated to the cause promoted by your marketing effort.* | | In-Store Retail Only | |
| Online Ecommerce Only | |
| Primarily In-Store Retail with some Online Ecommerce | |
| Primarily E-Commerce with some In-Store Retail | |
| A substantial amount of both In-Store Retail and Ecommerce | |
| Other | |
| Not Applicable | |
| **COMPETITOR SITUATION**  *Select the option that best describes the competitor situation.* | | Dominant Player. One large Competitor that has about 50% market share or more | |
| Dominant Player with strong competitors. One or multiple competitors with at least one competitor with about 30% to 50% market share | |
| Fragmented. One or multiple competitors each with about 30% market share or less | |
| Not Applicable | |
| **COMPETITOR BRANDS**  Provide the top competitor brands of your case. This helps ensure judges who work on competitor brands are not assigned your case. You may provide up to six competitor brands or list No Competitors.  *(1 Required, 6 Maximum)* | | | |
| **COMPETITOR 1**  *Required.* | |  | |
| **COMPETITOR 2**  *Optional.* | |  | |
| **COMPETITOR 3**  *Optional.* | |  | |
| **COMPETITOR 4**  *Optional.* | |  | |
| **COMPETITOR 5**  *Optional.* | |  | |
| **COMPETITOR 6**  *Optional.* | |  | |
| **AUDIENCE**  Please share insights into your primary audience below. | | | |
| **AUDIENCE GENDER**  *Select one.* | | Female / Male / Transgender or Non-Binary /  Not Applicable (We did not target by gender.) | |
| **AUDIENCE AGE**  *Select all that apply.* | | Children 12 & Under / Ages 13-17 / Ages 18-24 / Ages 25-34 / Ages 35 – 44 / Ages 45-54 / Ages 55-64 / Ages 65+ / Not Applicable (We did not target by age.) | |
| **AUDIENCE TYPE**  *Select all that apply.* | | Cultural or Ethnic Group / Employees / Parents / Not Applicable / Other \_\_\_\_\_\_\_\_\_\_\_ | |
| **MEDIA COMPANIES**  Please list the top five most integral media companies/owners/platforms that were a part of your effort, whether or as a partner or a platform where your work ran. If no media companies were used in this effort, you may leave this question blank. | | | |
| **MEDIA COMPANY 1**  *Optional.* | |  | |
| **MEDIA COMPANY 2**  *Optional.* | |  | |
| **MEDIA COMPANY 3**  *Optional.* | |  | |
| **MEDIA COMPANY 4**  *Optional.* | |  | |
| **MEDIA COMPANY 5**  *Optional.* | |  | |
| **RESEARCH PARTNERS**  Indicate research partners used for this effort. List up to three companies. | | | |
| **RESEARCH PARTNER 1**  *Required.* | |  | |
| **RESEARCH PARTNER 2**  *Optional.* | |  | |
| **RESEARCH PARTNER 3**  *Optional.* | |  | |
| **RESEARCH**  Select the most important research done for your case. Then, select all research done for your case. | | | |
| **PRIMARY RESEARCH**  *Select one.* | | Copy Testing / Focus Groups / Neuroscience /  Positioning or Concept Testing /  Strategic (segmentation, market structure, U&A) / Tracking /  Not Applicable / Other | |
| **ALL RESEARCH**  *Select all.* | | Copy Testing / Focus Groups / Neuroscience /  Positioning or Concept Testing /  Strategic (segmentation, market structure, U&A) / Tracking /  Not Applicable / Other | |
| ARTIFICIAL INTELLIGENCE (AI) | | | |
| Did this campaign use artificial intelligence? | | Yes / No | |
| Elaborate on how AI was used in the work. This data is for learning purposes and will not be seen by judges.  *(Maximum: 100 words)* | |  | |
| **SUSTAINABLE DEVELOPMENT GOALS**  Effie has partnered with the PVBLIC Foundation to support the [**UN's 2030 Agenda for Sustainable Development**](https://sustainabledevelopment.un.org/post2015/transformingourworld) and its [**17 Sustainable Development Goals (SDGs).**](https://sustainabledevelopment.un.org/sdgs) Please help us to recognise the achievements of our industry in creating positive change by selecting all Sustainable Development Goals aligned with your effort. | | | |
| Affordable & Clean Energy | Clean Water & Sanitation | Climate Action | Decent Work &  Economic Growth |
| Gender Equality | Good Health & Well-Being | Industry, Innovation & Infrastructure | Life Below Water |
| Life on Land | No Poverty | Partnerships for the Goals | Peace, Justice & Strong Institutions |
| Quality Education | Reduced Inequalities | Responsible Consumption & Production | Sustainable Cities & Communities |
| Zero Hunger | | Not Applicable | |

|  |
| --- |
| **COMPANY CREDITS**  This information is not seen by judges. Effie will publicly celebrate all credited companies & individuals if your case becomes a finalist or winner.  **Credits cannot be removed or replaced after the entry is submitted** – it is critical that senior leadership reviews credits for accuracy. As confirmation, senior leadership is required to sign off on the Authorisation & Verification Form, confirming credits are accurate & compete. Additions will only be accepted if space is available and require a £200 fee after time of entry. No additions/edits will be accepted after 16th August 2024. See the [**entry kit for full credit information**](https://www.effie.org/77/entry_details/2).  All entries submitted from the same agency office location should list the "Agency Name" precisely the same way to ensure your office is recognised as one. Communicate with your corporate/executive team, PR department, and other teams entering into this year's competition from your agency office to ensure you are entering each agency name accurately and consistently. |
|  |

|  |  |  |
| --- | --- | --- |
| **LEAD AGENCY(S)**  Entrants have the option to credit a **maximum of two lead agencies** (one required). If you credit a second lead agency, both agencies will be given equal recognition by Effie Worldwide in both publicity materials and the [**Effie Index**](http://www.effieindex.com). 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.  Lead agencies are considered final at time of entry and cannot be changed after time of entry. You may not add or remove a second lead agency after time of entry. | | |
|  | | |
| **LEAD AGENCY #1 (Required)** | | |
| **COMPANY NAME** |  | |
| **ADDRESS** |  | |
| **COMPANY TYPE**  *Select one.* | *Agency: Brand Identity*  *Agency: Business-to-Business*  *Agency: Data / Programmatic*  *Agency: Design*  *Agency: Digital / Interactive*  *Agency: Direct Marketing*  *Agency: Experiential / Event*  *Agency: Full-Service / Creative*  *Agency: Guerrilla*  *Agency: Health   Agency: In-House*  *Agency: Media*  *Agency: Multicultural*  *Agency: Performance Marketing Agency: Production*  *Agency: Promotional*  *Agency: Public Relations*  *Agency: Shopper Marketing / Commerce*  *Agency: Other* | *Ad or Mar Tech*  *Brand / Client*  *Consultancy*  *Educational Institution*  *Media Owner*  *Research Company*  *Retailer*  *Start-up Other* |
| **COMPANY SIZE**  *Select one.* | *1-50 Employees / 51-200 Employees / 201-500 Employees / 500+ Employees* | |
| **WEBSITE** |  | |
| **AGENCY NETWORK** |  | |
| **HOLDING COMPANY** |  | |
| **MAIN CONTACT**  *This contact will be considered a secondary point of contact on this entry should there be any questions/issues, and the entrant contact cannot be reached. This contact will also be sent a congratulatory note if your entry is a finalist/winner, along with key information about celebrating your success. This name will not be listed publicly.* | | |
| **FULL NAME** |  | |
| **JOB TITLE** |  | |
| **EMAIL ADDRESS** |  | |
| **PHONE NUMBER** |  | |
| **AGENCY PR CONTACT**  *This contact should be the person who handles PR for your agency. This contact may receive a congratulatory note if your entry is a finalist/winner. This name will not be listed publicly.* | | |
| **FULL NAME** |  | |
| **JOB TITLE** |  | |
| **EMAIL ADDRESS** |  | |
| **PHONE NUMBER** |  | |
| **CEO / TOP RANKING EXECUTIVE CONTACT**  *This contact may receive a congratulatory note if your entry is a finalist/winner but will not be added to our mailing lists. This name will not be listed publicly.* | | |
| **FULL NAME** |  | |
| **JOB TITLE** |  | |
| **EMAIL ADDRESS** |  | |
| **PHONE NUMBER** |  | |
|  | | |
| **LEAD AGENCY #2 (Optional)** | | |
| **COMPANY NAME** |  | |
| **ADDRESS** |  | |
| **COMPANY TYPE**  *Select one.* | *Agency: Brand Identity*  *Agency: Business-to-Business*  *Agency: Data / Programmatic*  *Agency: Design*  *Agency: Digital / Interactive*  *Agency: Direct Marketing*  *Agency: Experiential / Event*  *Agency: Full-Service / Creative*  *Agency: Guerrilla*  *Agency: Health   Agency: In-House*  *Agency: Media*  *Agency: Multicultural*  *Agency: Performance Marketing Agency: Production*  *Agency: Promotional*  *Agency: Public Relations*  *Agency: Shopper Marketing / Commerce*  *Agency: Other* | *Ad or Mar Tech*  *Brand / Client*  *Consultancy*  *Educational Institution*  *Media Owner*  *Research Company*  *Retailer*  *Start-up Other* |
| **COMPANY SIZE**  *Select one.* | *1-50 Employees / 51-200 Employees / 201-500 Employees / 500+ Employees* | |
| **WEBSITE** |  | |
| **AGENCY NETWORK** |  | |
| **HOLDING COMPANY** |  | |
| **MAIN CONTACT**  *This contact will be considered the main point of contact for the second lead agency. This contact will also be sent a congratulatory note if your entry is a finalist/winner, along with key information about celebrating your success. This name will not be listed publicly.* | | |
| **FULL NAME** |  | |
| **JOB TITLE** |  | |
| **EMAIL ADDRESS** |  | |
| **PHONE NUMBER** |  | |
| **AGENCY PR CONTACT**  *This contact should be the person who handles PR for your agency. This contact may receive a congratulatory note if your entry is a finalist/winner. This name will not be listed publicly.* | | |
| **FULL NAME** |  | |
| **JOB TITLE** |  | |
| **EMAIL ADDRESS** |  | |
| **PHONE NUMBER** |  | |
| **CEO / TOP RANKING EXECUTIVE CONTACT**  *This contact may receive a congratulatory note if your entry is a finalist/winner but will not be added to our mailing lists. This name will not be listed publicly.* | | |
| **FULL NAME** |  | |
| **JOB TITLE** |  | |
| **EMAIL ADDRESS** |  | |
| **PHONE NUMBER** |  | |

|  |  |  |
| --- | --- | --- |
| **CLIENT(S)**  Entrants are required to credit **at least one client company**. If there were two clients involved in your effort, credit the second client in the designated space below. Both clients will receive equal recognition in all publicity and in the [**Effie Index**](http://www.effieindex.com)if your case is a finalist or winner.  Please note that for publicity purposes, both the Brand Name (as entered when creating your entry) and the Client Company (listed below) are recognised. If your brand has an overarching parent company, please input the client company here (vs. the brand). | | |
|  | | |
| **CLIENT #1 (Required)** | | |
| **COMPANY NAME** |  | |
| **ADDRESS** |  | |
| **COMPANY TYPE**  *Select one.* | *Agency: Brand Identity*  *Agency: Business-to-Business*  *Agency: Data / Programmatic*  *Agency: Design*  *Agency: Digital / Interactive*  *Agency: Direct Marketing*  *Agency: Experiential / Event*  *Agency: Full-Service / Creative*  *Agency: Guerrilla*  *Agency: Health   Agency: In-House*  *Agency: Media*  *Agency: Multicultural*  *Agency: Performance Marketing Agency: Production*  *Agency: Promotional*  *Agency: Public Relations*  *Agency: Shopper Marketing / Commerce*  *Agency: Other* | *Ad or Mar Tech*  *Brand / Client*  *Consultancy*  *Educational Institution*  *Media Owner*  *Research Company*  *Retailer*  *Start-up Other* |
| **COMPANY SIZE**  *Select one.* | *1-50 Employees / 51-200 Employees / 201-500 Employees / 500+ Employees* | |
| **WEBSITE** |  | |
| **CLIENT NETWORK** |  | |
| **MAIN CONTACT**  *This contact will be considered the main point of contact for the client. This contact will also be sent a congratulatory note if your entry is a finalist/winner, along with key information about celebrating your success. This name will not be listed publicly.* | | |
| **FULL NAME** |  | |
| **JOB TITLE** |  | |
| **EMAIL ADDRESS** |  | |
| **PHONE NUMBER** |  | |
| **CEO / TOP RANKING EXECUTIVE CONTACT**  *This contact may receive a congratulatory note if your entry is a finalist/winner but will not be added to our mailing lists. This name will not be listed publicly.* | | |
| **FULL NAME** |  | |
| **JOB TITLE** |  | |
| **EMAIL ADDRESS** |  | |
| **PHONE NUMBER** |  | |
|  | | |
| **CLIENT #2 (Optional)** | | |
| **COMPANY NAME** |  | |
| **ADDRESS** |  | |
| **COMPANY TYPE**  *Select one.* | *Agency: Brand Identity*  *Agency: Business-to-Business*  *Agency: Data / Programmatic*  *Agency: Design*  *Agency: Digital / Interactive*  *Agency: Direct Marketing*  *Agency: Experiential / Event*  *Agency: Full-Service / Creative*  *Agency: Guerrilla*  *Agency: Health   Agency: In-House*  *Agency: Media*  *Agency: Multicultural*  *Agency: Performance Marketing Agency: Production*  *Agency: Promotional*  *Agency: Public Relations*  *Agency: Shopper Marketing / Commerce*  *Agency: Other* | *Ad or Mar Tech*  *Brand / Client*  *Consultancy*  *Educational Institution*  *Media Owner*  *Research Company*  *Retailer*  *Start-up Other* |
| **COMPANY SIZE**  *Select one.* | *1-50 Employees / 51-200 Employees / 201-500 Employees / 500+ Employees* | |
| **WEBSITE** |  | |
| **CLIENT NETWORK** |  | |
| **MAIN CONTACT**  *This contact will be considered the main point of contact for the second client. This contact will also be sent a congratulatory note if your entry is a finalist/winner, along with key information about celebrating your success.* | | |
| **FULL NAME** |  | |
| **JOB TITLE** |  | |
| **EMAIL ADDRESS** |  | |
| **PHONE NUMBER** |  | |
| **CEO / TOP RANKING EXECUTIVE CONTACT**  *This contact may receive a congratulatory note if your entry is a finalist/winner but will not be added to our mailing lists.* | | |
| **FULL NAME** |  | |
| **JOB TITLE** |  | |
| **EMAIL ADDRESS** |  | |
| **PHONE NUMBER** |  | |

|  |  |  |
| --- | --- | --- |
| **CONTRIBUTING COMPANIES**  Entrants are required to credit all key strategic partners on an effort. You may **list up to four contributing companies**.  Contributing Company Main Contacts will be contacted if your entry becomes a winner & will not be listed publicly. | | |
|  | | |
| **CONTRIBUTING COMPANY #1 (Optional)** | | |
| **COMPANY NAME** |  | |
| **ADDRESS** |  | |
| **COMPANY TYPE**  *Select one.* | *Agency: Brand Identity*  *Agency: Business-to-Business*  *Agency: Data / Programmatic*  *Agency: Design*  *Agency: Digital / Interactive*  *Agency: Direct Marketing*  *Agency: Experiential / Event*  *Agency: Full-Service / Creative*  *Agency: Guerrilla*  *Agency: Health   Agency: In-House*  *Agency: Media*  *Agency: Multicultural*  *Agency: Performance Marketing Agency: Production*  *Agency: Promotional*  *Agency: Public Relations*  *Agency: Shopper Marketing / Commerce*  *Agency: Other* | *Ad or Mar Tech*  *Brand / Client*  *Consultancy*  *Educational Institution*  *Media Owner*  *Research Company*  *Retailer*  *Start-up Other* |
| **COMPANY SIZE**  *Select one.* | *1-50 Employees / 51-200 Employees / 201-500 Employees / 500+ Employees* | |
| **WEBSITE** |  | |
| **AGENCY NETWORK** |  | |
| **HOLDING COMPANY** |  | |
| **MAIN CONTACT**  *This contact will be considered the main point of contact for the contributing company. This contact will also be sent a congratulatory note if your entry is a finalist/winner, along with key information about celebrating your success. This name will not be listed publicly.* | | |
| **FULL NAME** |  | |
| **JOB TITLE** |  | |
| **EMAIL ADDRESS** |  | |
| **PHONE NUMBER** |  | |
|  | | |
| **CONTRIBUTING COMPANY #2 (Optional)** | | |
| **COMPANY NAME** |  | |
| **ADDRESS** |  | |
| **COMPANY TYPE**  *Select one.* | *Agency: Brand Identity*  *Agency: Business-to-Business*  *Agency: Data / Programmatic*  *Agency: Design*  *Agency: Digital / Interactive*  *Agency: Direct Marketing*  *Agency: Experiential / Event*  *Agency: Full-Service / Creative*  *Agency: Guerrilla*  *Agency: Health   Agency: In-House*  *Agency: Media*  *Agency: Multicultural*  *Agency: Performance Marketing Agency: Production*  *Agency: Promotional*  *Agency: Public Relations*  *Agency: Shopper Marketing / Commerce*  *Agency: Other* | *Ad or Mar Tech*  *Brand / Client*  *Consultancy*  *Educational Institution*  *Media Owner*  *Research Company*  *Retailer*  *Start-up Other* |
| **COMPANY SIZE**  *Select one.* | *1-50 Employees / 51-200 Employees / 201-500 Employees / 500+ Employees* | |
| **WEBSITE** |  | |
| **AGENCY NETWORK** |  | |
| **HOLDING COMPANY** |  | |
| **MAIN CONTACT**  *This contact will be considered the main point of contact for the contributing company. This contact will also be sent a congratulatory note if your entry is a finalist/winner, along with key information about celebrating your success. This name will not be listed publicly.* | | |
| **FULL NAME** |  | |
| **JOB TITLE** |  | |
| **EMAIL ADDRESS** |  | |
| **PHONE NUMBER** |  | |
|  | | |
| **CONTRIBUTING COMPANY #3 (Optional)** | | |
| **COMPANY NAME** |  | |
| **ADDRESS** |  | |
| **COMPANY TYPE**  *Select one.* | *Agency: Brand Identity*  *Agency: Business-to-Business*  *Agency: Data / Programmatic*  *Agency: Design*  *Agency: Digital / Interactive*  *Agency: Direct Marketing*  *Agency: Experiential / Event*  *Agency: Full-Service / Creative*  *Agency: Guerrilla*  *Agency: Health   Agency: In-House*  *Agency: Media*  *Agency: Multicultural*  *Agency: Performance Marketing Agency: Production*  *Agency: Promotional*  *Agency: Public Relations*  *Agency: Shopper Marketing / Commerce*  *Agency: Other* | *Ad or Mar Tech*  *Brand / Client*  *Consultancy*  *Educational Institution*  *Media Owner*  *Research Company*  *Retailer*  *Start-up Other* |
| **COMPANY SIZE**  *Select one.* | *1-50 Employees / 51-200 Employees / 201-500 Employees / 500+ Employees* | |
| **WEBSITE** |  | |
| **AGENCY NETWORK** |  | |
| **HOLDING COMPANY** |  | |
| **MAIN CONTACT**  *This contact will be considered the main point of contact for the contributing company. This contact will also be sent a congratulatory note if your entry is a finalist/winner, along with key information about celebrating your success. This name will not be listed publicly.* | | |
| **FULL NAME** |  | |
| **JOB TITLE** |  | |
| **EMAIL ADDRESS** |  | |
| **PHONE NUMBER** |  | |
|  | | |
| **CONTRIBUTING COMPANY #4 (Optional)** | | |
| **COMPANY NAME** |  | |
| **ADDRESS** |  | |
| **COMPANY TYPE**  *Select one.* | *Agency: Brand Identity*  *Agency: Business-to-Business*  *Agency: Data / Programmatic*  *Agency: Design*  *Agency: Digital / Interactive*  *Agency: Direct Marketing*  *Agency: Experiential / Event*  *Agency: Full-Service / Creative*  *Agency: Guerrilla*  *Agency: Health   Agency: In-House*  *Agency: Media*  *Agency: Multicultural*  *Agency: Performance Marketing Agency: Production*  *Agency: Promotional*  *Agency: Public Relations*  *Agency: Shopper Marketing / Commerce*  *Agency: Other* | *Ad or Mar Tech*  *Brand / Client*  *Consultancy*  *Educational Institution*  *Media Owner*  *Research Company*  *Retailer*  *Start-up Other* |
| **COMPANY SIZE**  *Select one.* | *1-50 Employees / 51-200 Employees / 201-500 Employees / 500+ Employees* | |
| **WEBSITE** |  | |
| **AGENCY NETWORK** |  | |
| **HOLDING COMPANY** |  | |
| **MAIN CONTACT**  *This contact will be considered the main point of contact for the contributing company. This contact will also be sent a congratulatory note if your entry is a finalist/winner, along with key information about celebrating your success. This name will not be listed publicly.* | | |
| **FULL NAME** |  | |
| **JOB TITLE** |  | |
| **EMAIL ADDRESS** |  | |
| **PHONE NUMBER** |  | |

|  |  |  |  |
| --- | --- | --- | --- |
| **INDIVIDUAL CREDITS**  Each entry may credit up to ten primary individuals and thirty secondary individuals who contributed to the case. These individuals must be current or former team members of the credited companies.   Effie’s policy is to honour those credited at the time of entry if the case is a finalist or winner. Therefore, you may not remove or replace individual credits after the entry has been submitted. Additions will only be accepted on a case by case basis and require a £200. No edits/additions will be accepted after 16th August 2024. | | | |
|  | | | |
| **PRIMARY INDIVIDUAL CREDITS**  Individuals appear in the [**Case Database**](https://www.effie.org/cases). Credits must be current or former team members of the credited companies. Maximum of 10 Primary Credits. | | | |
| **PRIMARY INDIVIDUAL CREDIT #1** | | **PRIMARY INDIVIDUAL CREDIT #2** | |
| **Full Name** |  | **Full Name** |  |
| **Job Title** |  | **Job Title** |  |
| **Company** |  | **Company** |  |
| **Email** |  | **Email** |  |
| **PRIMARY INDIVIDUAL CREDIT #3** | | **PRIMARY INDIVIDUAL CREDIT #4** | |
| **Full Name** |  | **Full Name** |  |
| **Job Title** |  | **Job Title** |  |
| **Company** |  | **Company** |  |
| **Email** |  | **Email** |  |
| **PRIMARY INDIVIDUAL CREDIT #5** | | **PRIMARY INDIVIDUAL CREDIT #6** | |
| **Full Name** |  | **Full Name** |  |
| **Job Title** |  | **Job Title** |  |
| **Company** |  | **Company** |  |
| **Email** |  | **Email** |  |
| **PRIMARY INDIVIDUAL CREDIT #7** | | **PRIMARY INDIVIDUAL CREDIT #8** | |
| **Full Name** |  | **Full Name** |  |
| **Job Title** |  | **Job Title** |  |
| **Company** |  | **Company** |  |
| **Email** |  | **Email** |  |
| **PRIMARY INDIVIDUAL CREDIT #9** | | **PRIMARY INDIVIDUAL CREDIT #10** | |
| **Full Name** |  | **Full Name** |  |
| **Job Title** |  | **Job Title** |  |
| **Company** |  | **Company** |  |
| **Email** |  | **Email** |  |

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **SECONDARY INDIVIDUAL CREDITS**  Individuals only appear on the [**Case Database**](https://www.effie.org/cases)and do not appear elsewhere. Credits must be current or former team members of the credited companies. Maximum of 30 Secondary Credits. | | | | | |
| **SECONDARY INDIVIDUAL CREDIT #1** | | **SECONDARY INDIVIDUAL CREDIT #2** | | **SECONDARY INDIVIDUAL CREDIT #3** | |
| **Full Name** |  | **Full Name** |  | **Full Name** |  |
| **Job Title** |  | **Job Title** |  | **Job Title** |  |
| **Company** |  | **Company** |  | **Company** |  |
| **Email** |  | **Email** |  | **Email** |  |
| **SECONDARY INDIVIDUAL CREDIT #4** | | **SECONDARY INDIVIDUAL CREDIT #5** | | **SECONDARY INDIVIDUAL CREDIT #6** | |
| **Full Name** |  | **Full Name** |  | **Full Name** |  |
| **Job Title** |  | **Job Title** |  | **Job Title** |  |
| **Company** |  | **Company** |  | **Company** |  |
| **Email** |  | **Email** |  | **Email** |  |
| **SECONDARY INDIVIDUAL CREDIT #7** | | **SECONDARY INDIVIDUAL CREDIT #8** | | **SECONDARY INDIVIDUAL CREDIT #9** | |
| **Full Name** |  | **Full Name** |  | **Full Name** |  |
| **Job Title** |  | **Job Title** |  | **Job Title** |  |
| **Company** |  | **Company** |  | **Company** |  |
| **Email** |  | **Email** |  | **Email** |  |
| **SECONDARY INDIVIDUAL CREDIT #10** | | **SECONDARY INDIVIDUAL CREDIT #11** | | **SECONDARY INDIVIDUAL CREDIT #12** | |
| **Full Name** |  | **Full Name** |  | **Full Name** |  |
| **Job Title** |  | **Job Title** |  | **Job Title** |  |
| **Company** |  | **Company** |  | **Company** |  |
| **Email** |  | **Email** |  | **Email** |  |
| **SECONDARY INDIVIDUAL CREDIT #13** | | **SECONDARY INDIVIDUAL CREDIT #14** | | **SECONDARY INDIVIDUAL CREDIT #15** | |
| **Full Name** |  | **Full Name** |  | **Full Name** |  |
| **Job Title** |  | **Job Title** |  | **Job Title** |  |
| **Company** |  | **Company** |  | **Company** |  |
| **Email** |  | **Email** |  | **Email** |  |
| **SECONDARY INDIVIDUAL CREDIT #16** | | **SECONDARY INDIVIDUAL CREDIT #17** | | **SECONDARY INDIVIDUAL CREDIT #18** | |
| **Full Name** |  | **Full Name** |  | **Full Name** |  |
| **Job Title** |  | **Job Title** |  | **Job Title** |  |
| **Company** |  | **Company** |  | **Company** |  |
| **Email** |  | **Email** |  | **Email** |  |
| **SECONDARY INDIVIDUAL CREDIT #19** | | **SECONDARY INDIVIDUAL CREDIT #20** | | **SECONDARY INDIVIDUAL CREDIT #21** | |
| **Full Name** |  | **Full Name** |  | **Full Name** |  |
| **Job Title** |  | **Job Title** |  | **Job Title** |  |
| **Company** |  | **Company** |  | **Company** |  |
| **Email** |  | **Email** |  | **Email** |  |
| **SECONDARY INDIVIDUAL CREDIT #22** | | **SECONDARY INDIVIDUAL CREDIT #23** | | **SECONDARY INDIVIDUAL CREDIT #24** | |
| **Full Name** |  | **Full Name** |  | **Full Name** |  |
| **Job Title** |  | **Job Title** |  | **Job Title** |  |
| **Company** |  | **Company** |  | **Company** |  |
| **Email** |  | **Email** |  | **Email** |  |
| **SECONDARY INDIVIDUAL CREDIT #25** | | **SECONDARY INDIVIDUAL CREDIT #26** | | **SECONDARY INDIVIDUAL CREDIT #27** | |
| **Full Name** |  | **Full Name** |  | **Full Name** |  |
| **Job Title** |  | **Job Title** |  | **Job Title** |  |
| **Company** |  | **Company** |  | **Company** |  |
| **Email** |  | **Email** |  | **Email** |  |
| **SECONDARY INDIVIDUAL CREDIT #28** | | **SECONDARY INDIVIDUAL CREDIT #29** | | **SECONDARY INDIVIDUAL CREDIT #30** | |
| **Full Name** |  | **Full Name** |  | **Full Name** |  |
| **Job Title** |  | **Job Title** |  | **Job Title** |  |
| **Company** |  | **Company** |  | **Company** |  |
| **Email** |  | **Email** |  | **Email** |  |

|  |  |
| --- | --- |
|  | **COMPANY LOGOS**  *Upload one logo for EACH of the credited lead agencies (1 required, 2 maximum) and the client companies (1 required, 2 maximum). You may either upload high-resolution .ai/.eps versions OR low resolution .jpg/.jpeg versions.* |
|  | |

|  |
| --- |
| **PERMISSIONS & AUTHORISATION**  Effie Worldwide is a 501(c)(3) non-profit educational organisation that stands for effectiveness in marketing, spotlighting ideas that work and encouraging thoughtful dialogue about the drivers of marketing effectiveness. In order to help fulfill this mission and provide learning to the industry, Effie relies on entrants’ willingness to share their finalist and winning case studies with the industry.  Please note: Publication permission settings only apply to the written case. Creative materials will be published if your effort is a finalist or winner. See the [**entry kit**](https://www.effie.org/77/entry_details/2) for full details. |
|  |

|  |  |
| --- | --- |
| **PUBLICATION PERMISSION SETTINGS**  Select publication permission settings for your written entry (choose one). | |
| |  |  | | --- | --- | | **Publish The Written Case As It Was Submitted**  If you’re a finalist or a winner, you agree that your entry may be published as it was submitted and reproduced or displayed for educational purposes. Agreeing to the Publication Policy is one of the Terms & Conditions of entering the Effie Awards UK competition. | **Publish An Edited Version Of The Written Case**  If you’re a finalist or a winner, you agree to submit an edited version of your case study for publication which will be reproduced or displayed for educational purposes. In this case, you may redact sensitive data in the following sections only: 1. CHALLENGE, CONTEXT & OBJECTIVES and 2. RESULTS . Sensitive data that is being redacted in these two sections should be replaced with indexed data instead. You can’t redact an entire section 1 or 2. Agreeing to the Publication Policy is one of the Terms & Conditions of entering the Effie Awards UK competition. | | |
|  | **AUTHORISATION & VERIFICATION FORM**  **Download this form in the Entry Portal after you have completed your Company & Individual Credits and Publication Permission setting.** Download & Sign the Authorisation & Verification Form, confirming the accuracy of entry information and authorisation of submission. This form guarantees that the company and individual credits have been thoroughly reviewed by senior leadership to guarantee all integral strategic partners are credited properly for the Effie Index and awards recognition. This form also guarantees that you agree to provide your written case in accordance to the Publication Permissions Setting you selected at the time of entering.   The Authorisation & Verification form must be signed off by an agency or client executive in a departmental or account leadership position (e.g. Head of Account Planning, Head of Client Services, Group Account Director, etc.). This document must be carefully reviewed in its entirety and signed in the designated space at the end of the document.   A separate form must be uploaded for each entry. Once signed, you will need to upload to the entry portal. |
|  | **COMPETITION TERMS & RULES**  Agree to competition terms & rules. |