

2025 Entry Kit



Introduction

This document is designed to give you all the information you need to write and submit your entry.

This *Entry Kit* includes all the practical stuff - like what work is eligible to enter, what categories are available, accepted creative assets & credits, how publication permissions work, how to source your data, etc. It also explains the Effie entry form section by section, to help you understand exactly what the judges are looking for. Plus, there's information about what happens during judging and beyond.

We've produced a separate *Effective Entry Guide* with tips and advice to help you write the best entry you can and improve your chances of winning. And we also offer free online workshops and training that you can sign up for - we'll be promoting these [via our website](#) and [LinkedIn](#) during the next few weeks.

If you have any questions at any stage of the process, please ask and we'll be happy to help. Just email us at effieuk@effie.org

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



Awarding Ideas That Work®

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How to enter



What you need to know (on a page)

This page explains how and where entrants most frequently slip-up, creating extra work for their teams and/or compromising their final score and chance of winning.

Please make sure *everyone* involved in your entry/ies reads this page. Those responsible for writing and submitting your entry/ies should read this Entry Kit in full, which provides important additional detail.

Content Compliance

- Please make sure you focus on marketing activity (and the corresponding results) which ran during the eligibility period of **1st July 2023 and 31st December 2024** *. Your activity may have started before and continued after this, but the work that your entry focuses on must have taken place during the qualifying time period.
- We can't accept a case study film with your entry (i.e. one that tells the story of your campaign, with results etc). Your Creative Reel should only include your creative work, although you can add titles to explain what it is if needed: e.g. "PR", "Outdoor", "SEO", "Social", etc).
- All data included in your entry must be referenced with a source, otherwise the data point will be discounted.
- This is an agency-blind competition, so please don't name the agencies involved in your campaign in your main written entry. Instead, they can be referenced as "Creative agency", "Media Agency", "Social agency" etc.

Content narrative

- Simple coherent stories, which are well told, tend to be the ones that win awards. Decide what story you want to tell and avoid adding anything that detracts. Don't throw everything you know into your submission - the word counts given on the entry form are guides not targets.

Entry admin - important for whoever uploads your entry/ies

- Please make sure you upload a signed and dated Authorisation & Verification Form with your entry. The form can be downloaded from the online Entry Portal when your entry is complete.
- Please let us know before you submit your entry if you require a Purchase Order to be added to your Entry Invoice. The Invoice will be addressed to the entrant company unless you tell us otherwise.

* Entries into the Sustained Success categories should include a minimum of 3 years of activity; some of this must include the current eligibility period.

Eligibility

ALL MARKETING ACTIVITY THAT RAN IN THE UNITED KINGDOM AT ANY POINT BETWEEN 1 JULY 2023 AND 31 DECEMBER 2024* IS ELIGIBLE TO ENTER.

Any and all marketing cases, from any discipline, whether full campaigns or specific activities within a campaign, can enter.

All data and creative work included must be specific to the UK. Activity could have run in the UK only or be part of a larger multi-market effort where the UK was one of several markets. If so, you need to ensure that most of the case focuses on the UK market, isolating what you did in the UK, along with UK market results. The work can be created anywhere.

Your work must have run during the eligibility period. Elements of the work may have been introduced earlier and continued after, but the information you submit for your entry must have taken place *during* the qualifying time period.

The results that illustrate the effectiveness of your case can fall outside of the eligibility period but must be tied directly to the marketing activity you have entered.

* **Sustained Success category campaigns** have separate eligibility periods to that stated above. You'll find more information in the [category definition](#).

Test campaigns are not eligible (e.g. where the UK is a test market or a pilot of a project).

A single marketing effort can't be submitted by more than one organisation in the same category. Teams need to collaborate on a single entry. However, different organisations may take the lead on entering the work in different categories.

Effie Worldwide reserves the right to re-categorise entries, split/redefine categories, and/or refuse entry at any time.

Eligibility

RE-ENTERING PREVIOUSLY ENTERED WORK

The eligibility period for this year's competition spans an 18-month period. As a result, there's a 6 month overlap period (July 2023 - December 2023 inc.) with last year's competition.

- Entrants, finalists & winners of the previous year's competition period must update their entry to the current eligibility time period, including results.
- 2024 Gold Effie Winners can only re-enter a category in which they did not win Gold (although they are eligible to enter the 2024 [Global Best of the Best Awards](#))
- Past Gold Sustained Success winners can re-enter the Sustained Success categories after 3 years - so Gold winners from the 2022 competition and earlier are eligible to enter.

ENTERING IN MULTIPLE CATEGORIES

- You may enter each marketing effort into a maximum of 4 categories, with no more than 1 Industry category. You will need to submit a separate entry and pay separate entry fees for each category submission.
- Each entry should be customised to speak to the specifics of each entered category. Judges are evaluating your work against the category definition, so please make sure you adapt your written submission if entering it into more than one category.

Deadlines & Fees

We have kept Early Bird and Standard Deadline fees the same as they were in 2024, to keep entry costs as low as we can.

DEADLINE	DATE	FEE
Early Bird deadline	May 6, 2025	£900
Standard deadline	June 4, 2025	£1,480
Extended deadline	June 11, 2025	£1,860

Fees increase the morning after each deadline at 10:00 am (UK time). Entry fees are locked based on the date of submission - all requirements must be met to submit your entry.

NON-PROFIT DISCOUNT

50% off Entry Fees.

Eligibility: This applies when the entering organisation is non-profit. Discounts can only be applied once you have created an account in the entry portal. Once your account is active, please request the discount by emailing effieuk@effie.org.

NEW ENTRANT DISCOUNT

£200 off Entry Fees.

Eligibility: Entrants (lead agency/entering company) that haven't submitted an entry in the 2021-2024 Effie UK competitions. Discounts cannot be applied until you have created an account in the entry portal. Once your account is active, please request the discount by emailing effieuk@effie.org.

HOW TO PAY

Payment is due within 30 days of your invoice being issued.

Entrants may pay via credit card (Visa, Mastercard or AMEX) or bank transfer. When submitting your entry, if you don't wish to pay immediately via credit card, please select "Generate Invoice & Submit." This will allow you to download an invoice for bank transfer payment. You should also use this method if you plan to return to the entry portal at a later time to pay via credit card.

N.B. Awards will not be given to entries that haven't paid their entry fees.

BANK TRANSFER PAYMENTS

If paying via bank transfer, please ensure the Invoice Number is referenced in the bank transfer notes, and email notifications are sent to effieuk@effie.org. Effie Worldwide's banking information will be provided in the invoice generated after you submit your entry.

DISCOUNTS

If you're eligible for a discount, please don't submit your entry until you've obtained your promo code from an Effie team member. You won't be penalised for missing a deadline if you're waiting for your promo code.

REFUNDS & WITHDRAWING AN ENTRY

Entries are non-refundable after submission. If you need to withdraw your entry for any reason, please email effieuk@effie.org with a written request explaining why.

How to submit your entry

Entries are submitted online in the Entry Portal at <https://effie-uk.acclaimworks.com>

Before submitting your entry, we recommend you use the relevant Entry Form Template to prepare it - the next section explains what's required for each part. You can access the Entry Form templates via the [Awards page on our website](#).

- The templates include all required fields that must be provided in order to submit your entry.
- Once drafted, copy/paste the answers to each question into the corresponding question in the online entry portal.
- Please give yourself enough time to complete all requirements within the entry portal before your intended entry deadline.
- Ensure you have credited all of your main strategic and creative partners.

Note: While most entries will use the Standard Entry Form template, there are dedicated Entry Forms for submissions into the Performance Marketing & Sustained Success categories.

Here's a checklist of the entry requirements:

REVIEWED BY JUDGES	OTHER REQUIREMENTS
<ul style="list-style-type: none"> • Written entry form 	<ul style="list-style-type: none"> • Case background
<ul style="list-style-type: none"> • Creative examples (reel, images) 	<ul style="list-style-type: none"> • Company & individual credits • Publicity materials • Authorisation & Verification form

Categories

CATEGORY LIMIT

To help you get the most out of your work, cases can be entered into a **up to four categories**. Of those four categories, only **one category submission can be an industry category**. You're not required to enter an Industry category or a Commerce & Shopper category - you may enter four speciality categories instead.

Each entry should be customised to speak to the specifics of each entered category. Judges find it difficult to effectively evaluate a case when it isn't tailored for the entered category and will mark it down accordingly.

The entry portal supports entering your work in multiple categories. When starting a new entry, you can view the list of categories and click "add to entry" button next to each one you would like to enter in. You can also add additional categories after you start an entry - scroll up to the top and click the "add to more categories" button. You will need to adapt the entry form based on the category definition and pay the entry fee for each category entered.

The list of categories has been fine-tuned this year to ensure that it reflects the UK marketing landscape. The Effie Awards reserves the right to re-categorise entries, split/redefine categories and/or refuse entry any at any time.

INDUSTRY CATEGORIES

There are approx 20 industry categories to choose from. They recognise marketing for brands and businesses operating in a particular industry.

SPECIALTY CATEGORIES

These recognise marketing for brands and businesses that has employed specialist tactics and/or channels to target and engage audiences, with focuses on audiences, influencer marketing, experiential marketing, commerce & shopper marketing, digital, health & wellness, media, etc

BUSINESS CHALLENGE CATEGORIES

These recognise marketing for brands and businesses managing a particular business challenge.

When entering into any of these categories, you should present your entry in a way that addresses the situation or challenge as outlined in the category definition. It is critical to thoroughly review these category definitions to ensure your effort meets the criteria of the specific category definition. Judges will down score your entry if you are missing information required by the category definition.

POSITIVE CHANGE CATEGORIES

These reward and celebrate the brands and non-profits that are promoting the greater good through marketing - with separate categories for non-profit or for-profit organisations.

If you're unsure what category best fits your entry, please email effieuk@effie.org

Category Overview

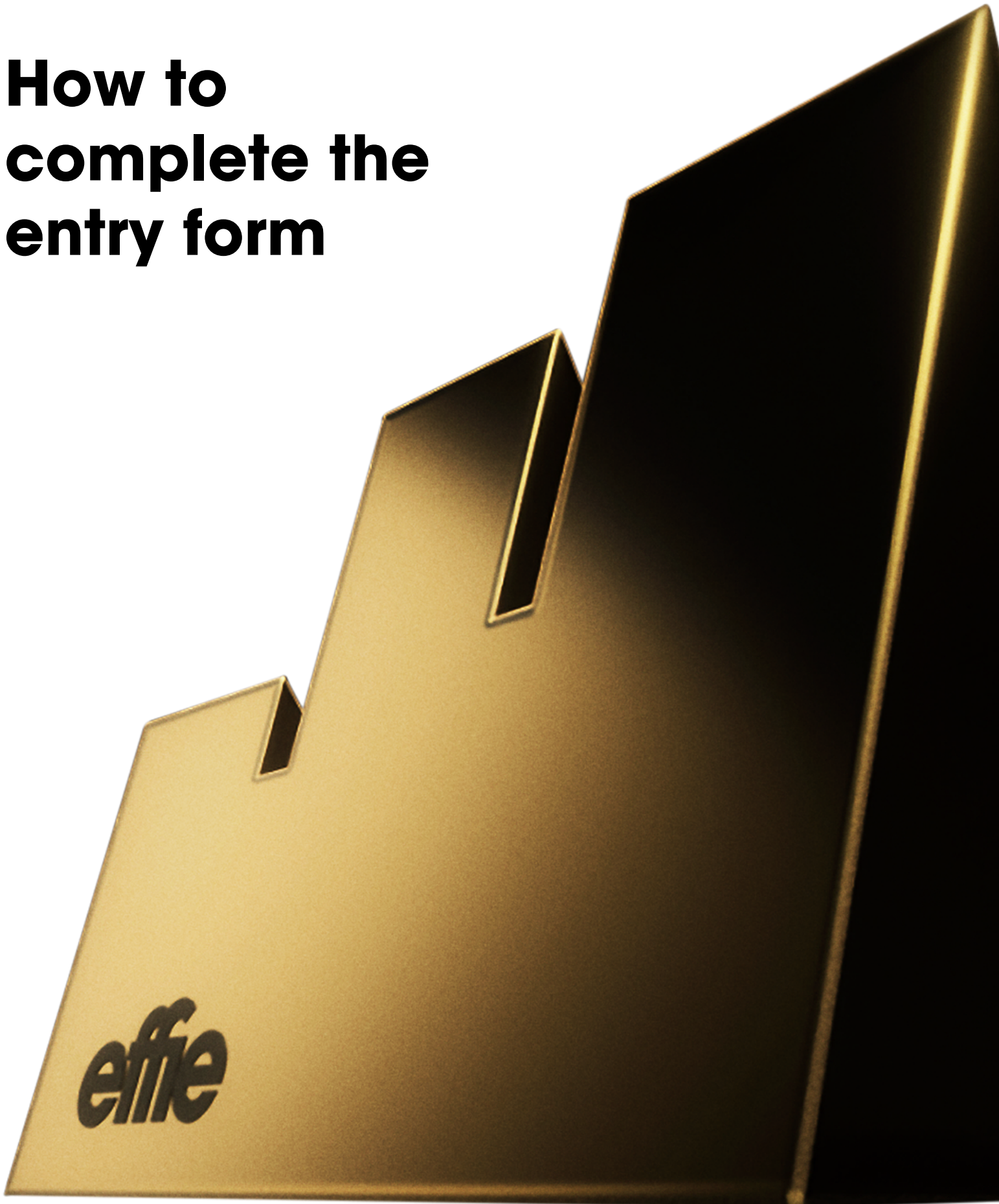
Category definitions can be [found in the appendix](#) at the back of this entry kit.

INDUSTRY	SPECIALITY
<ul style="list-style-type: none"> • Automotive • Beauty & Personal Care • Beverages • Culture & The Arts • Delivery Services • Education & Training • Electronics • Entertainment & Sports • Fashion & Accessories • Finance • Food • Gaming & E-Sports • Government, Public Service and NGOs • Health and Wellness • Hobbies, Leisure & Recreation • Home Goods & Services • Internet, Telecoms & Utilities • Media & Entertainment Companies • Pet Care • Professional Services • Restaurants • Retail • Software • Travel, Transport & Tourism 	<ul style="list-style-type: none"> • Artificial Intelligence (AI) • Behavioural Science • Business-to-Business • Commerce & Shopper • Community Management • Corporate Reputation • Experiential Marketing • Influencer & Content Creator Marketing • Media Strategy & Idea • Partnerships & Sponsorships • Performance Marketing • Product or Service Innovation • Seasonal Marketing • Social Media • Youth Marketing

Continued over page...

BUSINESS CHALLENGE	POSITIVE CHANGE
<ul style="list-style-type: none">• Challenger Brand Solution• Crisis Response/Critical Pivot• Marketing Disruptors• New Product/Service Introductions and Line Extensions• Renaissance• Small Budgets• Sustained Success - Products• Sustained Success - Services• Topical Marketing	<ul style="list-style-type: none">• Social Good - Brands• Social Good - Non-Profit

How to complete the entry form



Entry Form Overview

The written Entry Form has three sections:

1. Entry details and Executive Summary to set the stage of your entry.
2. Full written case. This is where you tell your marketing story from beginning to end across the four pillars of the Effie framework, listed below. It is important to have a coherent storytelling through the entire entry.

Section 1: Challenge, Context & Objectives (23.3% of score)

Section 2: Insights & Strategy (23.3% of score)

Section 3: Bringing the Strategy & Idea to Life (23.3 % of score)

Section 4: Results (30% of score)

3. Investment overview (an outline of what you spent and where, i.e. topline budgets for development/production and activation/media)

The next few pages give an overview of each of the four pillars of the Effie framework to explain what's required for each section.

1. Challenge, Context and Objectives

This section lays the foundation of your case. If it's weak your whole entry will suffer, because it's key to understanding how big your idea was and how impressive the results were. 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. They 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.

Reminder: Judges might not be familiar with your brand's industry, so try to avoid jargon or acronyms.

QUESTION 1A

The context to your brand and business situation. Could include main competitor spend, position in market, category benchmarks, etc. Explain the characteristics or trends in the market (e.g. government regulations, societal trends, weather/environmental situations). Frame what success looks like in your category.

QUESTION 1B

Judges look for clear objectives that are not retrofitted to match the results of the case. We ask you to outline your objectives across the following 3 types:

- **Business:** This should be the one key thing that you wanted to achieve. The ultimate commercial objective that was being discussed in the boardroom. State it as clearly and simply as possible.
- **Marketing:** These should be directly linked to the customer or target audience in some way. Usually linked to a behaviour change what did you want people to start doing / doing more / doing less / stop doing etc. You can have up to 3 of these objectives.
- **Campaign/Activity:** What did you set out to change or reinforce through your activity? For e.g. attitudes, perception, social discourse etc. You can have up to 3 of these objectives.

CATEGORY-SPECIFIC GUIDANCE

- **Commerce & Shopper Cases:** Include Category/Retailer Growth objectives if applicable.
- **Performance Marketing Cases:** You may provide both Pre-Conversion objectives and Conversion metrics. You must provide at least one conversion objective. Please see the Objectives Guide for examples of Pre-Conversion and Conversion metrics along the customer journey. Present the performance marketing goals and explain how these goals relate back to the overall brand or organisation's strategy and objectives.
- **Sustained Success Cases:** It's important to include change over time for both questions.

2. Insights & Strategy

This section asks you to explain the strategic thinking that enabled you to pivot from the challenge to your results.

QUESTION 2A

Explain who the target audience is and why they were the right for your brand, bearing in mind your context, challenge and objectives. Outline if your target was existing, or new, or both. Describe them using demographics, culture, media behaviours, etc.

QUESTION 2B

Outline your key insight(s) and how your audience's behaviours and attitudes, your research and/or business situation led informed them. Your insight(s) may be a consumer, channel or marketplace insight etc. Keep in mind, an insight is not merely a fact or observation, it is the strategic insight, unique to your brand and audience, that was leveraged to help meet your objectives.

Performance marketing cases: Your answer should include the data and audience insights that led to your strategy and idea and can include one or more of the following:

- Any non-data insights (e.g. behaviour observation, market research) that complemented your data insights.
- Any data analysis that provided the breakthrough in shaping your strategy.
- New ways of identifying your audience and their search and purchase behaviour.
- Any marketing channel insights that was the foundation of your marketing spend channel mix.

QUESTION 2C

The judges are looking to you to describe the core idea or shift you made that drove your effort and led to the breakthrough results. What was at the very heart of the success of this case? Please show how your thinking related back to your insight and audience.

- **Performance Marketing Cases:** In addition to the above, your answer should bring to life your initial strategy and idea on how to target and convert your audience.
Note: In Section 3 (Bringing the Strategy & Idea to Life), you can describe how you optimised or changed your strategy based on real-time performance.
- **Sustained Success Cases:** It's important to include change over time.

3. Bringing the Strategy & Idea to life

Judges are looking for a summary of the key elements of your plan, including your creative work and channel strategy. It's important to help them understand how your plan relates back to your strategy and audience, and how the core components worked together to drive results. This section will be scored based on your answers, the information in the Investment Overview, and the assets you showcase in the creative reel and images.

QUESTION 3A

Articulate how you activated your strategy. This may include one or more of the following: communications, brand experience, packaging, a product extension, a retail space (in store or stand-alone), a promotion, sponsorship or partnership, CRM programme, search engine marketing, display advertising, affiliate marketing etc.

QUESTION 3B

Outline the key creative building blocks of the executions for your main marketing vehicles e.g. endline, call-to-actions, format choices, SEM copy, display ads, email copy and visuals, short or long videos etc.

QUESTION 3C

Your channel plan, with clear rationale behind the choice you've made. Judges are looking to understand why you chose specific channels and how they relate to your strategy and audience. Explain how the integral elements worked together to drive results.

4. Results

Tie together the story of how your work drove the results. This section is key for a winning entry and accounts for 30% of the overall score to reflect its importance. Judges are looking for direct correlations between the objectives and the results of a case.

QUESTION 4A

Results must relate to your objectives and KPIs as outlined in Section 1.

- Explain how the results impacted brand and the brand's business. Why were these metrics/results important to the brand?
- Prove the results are significant using category, competitive and brand context. You should do this by providing context with historical data, industry benchmarks, competitors, etc so that judges can contextualise results.
- When providing engagement/social metrics in particular, detail what these meant for the brand and business/organisation.
- If you achieved additional results, explain what they were and why they are significant.
- When key metrics are withheld without explanation, judges may assume it is because the results were weak.

QUESTION 4B

It is important to make a compelling argument around why marketing led to the results achieved, eliminating or attributing other factors that could have contributed to your success.

How to make sure your entry stays within the guidelines



effie

Your Entry: Requirements

The following could result in disqualification and loss of entry fees:

Failing to adhere to the eligibility rules. Data presented must be isolated to the United Kingdom and work must have run at some point between 1/7/23 and 31/12/24. Results prior to the eligibility time period that help to provide context for judges to assess the significance of results achieved within the eligibility time period are fine to submit. Results that fall after the end of the eligibility period that are directly tied to the work that ran in the eligibility timing are also fine to submit. No work after the cut-off to the eligibility period should be submitted. See [the Eligibility section](#) for further details & special exceptions.

Entry does not meet category definition requirements. Entries are judged based on their effectiveness within the entered category.

Agency names/logos included in the entry form or in the creative materials. Effie is an agency-blind competition; no agency names should be included in the materials that judges will review (entry form, investment overview, creative reel, creative images). Do not include any agency names in your sources - this includes agency names other than your own. The source of data should be referenced as "Agency Research," "PR Agency Research," "Media Agency Research," etc.

Note: It is fine for agency name to appear in an entry in situations where: the agency is the brand for the entered case, or the agency name appears in the creative work that ran publicly.

Data not sourced. All data, claims, facts, etc. presented anywhere in the entry form must reference a specific, verifiable source. Sources must be as specific as possible in documenting all evidence, while not citing specific agency names. Provide source of data, type of research, and the time period covered. The entry portal is set up to encourage sourcing via footnotes. Refer to the following "Sourcing Data" page for more information.

Directing Judges to External Websites. Entries are judged solely on the materials presented in the written entry and the creative examples supplied (creative reel + images). Entrants aren't permitted to direct judges to websites for further information or for further examples of work.

Missing Translation. All non-English creative work must include translation via subtitles or the Translation field on the Creative Examples tab on the Entry Portal.

Violating Creative Example (creative reel + images) Rules. Entrants must follow all creative rules as outlined in the entry kit. This includes but is not limited to: competitor logos/creative work and results may not be included in the creative examples; time limits must be followed. See full rules, including guidelines on editing and content, in the [Creative Requirements](#) section of the entry kit.

Your Entry: Sourcing Data

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

On the entry portal, the entry form has a SOURCING box provided at the bottom of each scoring section for all references/footnotes. This allows entrants to provide sourcing without word limit restrictions. Here's what you need to do:

1. At the end of a sentence which includes a source, use the SUPERScript feature to number your sources.
2. In the Sourcing box, numerically list your citations. **Suggested sourcing layout:** Source of Data/Research, Research/Data Type, Dates Covered.

Judges cannot click on external websites when reviewing your entry, so if citing a website please also include key sourcing details (e.g. publication, article name, date).

ADDITIONAL GUIDANCE

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

Your Entry: Creative Reel

Your creative work is scored as part of Scoring Section 3: *Bringing the Strategy & Idea to Life*. It is mandatory as part of your submission, along with creative images.

The reel should focus on the creative work, it is not a case study film. You don't need to feature all of the items selected in the touchpoints checklist (from the Investment Overview), only those integral to the case's success, which that are explained in your written case. If your campaign didn't include any audio-visual elements, simply include what ran as a series of still images and/or audio, as appropriate.

MUST INCLUDE	DO NOT INCLUDE
<ul style="list-style-type: none"> • At least one complete example of each integral touchpoint, to ensure that the judges can see the breadth of the work you've described. It can be helpful to label each creative example by media type ("Outdoor", "Social", etc.) • Video clips over 60 seconds may be edited down for time, but entrants are encouraged to keep as close to the original as possible • If showing multiple examples of a touchpoint (e.g. 3x TV spots), after you show one example in full, it's fine to edit down the additional examples for time 	<ul style="list-style-type: none"> • A narrative structure that tells the story of your campaign • Results of any kind will lead to disqualification • Agency names, logos, images • Competitor creative work or logos. (Exception: permitted if competitor logos/work were included in your campaign materials.) • Editing that will misconstrue what your audience viewed (e.g. changing the audio during a TV spot) • Any confidential information, as creative reels will become public for finalists & winners.
SPECS	TALENT / LICENSING
<ul style="list-style-type: none"> • 1 creative reel per entry • 4 minutes maximum (Sustained Success entries can be 5 minutes) • 250 MB maximum file size • mp4 format • High Resolution: 16:9 at 1920x1080. • Do not include any agency names in the file name. 	<ul style="list-style-type: none"> • Do not add music/stock images that did not run in your original creative work to your reel unless you secure the rights to include those supplemental materials. • Effie Worldwide is an educational organisation that shows work for educational purposes, and for honoring effective marketing ideas and the successful teams (client and agency) creating them. In our experience, as long as the talent/music were used in your original creative work, you should not run into an issue with rights/licensing.

Your Entry: Creative Images

Images of the Creative Work: at least 2 images are required; a maximum of 6 images are allowed.

When the judges have read your case and watched the reel, they'll review images of your work. The images uploaded should complement your reel and help the judges better evaluate the image-based creative elements that ran in front of your audience. It can be helpful to provide images of work best seen as a still image (e.g. website, print ad, direct mail piece, etc.) or you may wish to upload work that you'd like judges to have another look at after watching the reel.

This is an opportunity to showcase your creative work:

- Highlight elements that are better seen as a still image vs. video format.
- Draw further attention to key element you wish to highlight

Technical Requirements:

- .jpg format
- High-res. 15 MB max
- Do not include agency names or logos on any creative materials you submit (including file names)

Creative images will be shown publicly if your case is a finalist or winner, so please choose imagery that you feel represents your work in its best light.

Other Requirements: Publicity

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

- **LEAD AGENCY & CLIENT LOGOS**

Please provide current hi res company logos for the Lead Agency and Client. Logos are not required for companies designated as Contributing Companies. These will appear on screen at the Awards Gala if you're one of our winners, so please make sure the logos are current and hi res. Transparent versions are preferred.

Specs: ai/eps preferred; jpg/png also accepted.

- **CREATIVE EXAMPLES FROM JUDGING**

The Creative Work provided for judging (reel + images) will also be used for publicity purposes.

Other Requirements: Credits

Effie recognises the teamwork needed to create an effective case. You are required to credit all creative and strategic partners who contributed to the work. Think carefully about your partners - clients; agencies (full service, media, digital, promo, PR, event, etc.), media owners; retailers; etc.

Client and Lead Agency credits are considered final at time of entry and cannot be added after the entry is submitted. Credits must be reviewed by senior account leadership and approved via the Authorization & Verification Form, which can be downloaded in the entry portal after you have input all credits.

Additions to company and individual credits will only be permitted after time of entry if the entry did not already credit the maximum number. Credit changes after submission require a £200 fee to cover additional admin and can only be accepted up to 5th September 2025. All credit requests will be reviewed and accepted at the discretion of Effie Worldwide and are not guaranteed.

The table below summarises the credits required/allowed:

COMPANY CREDITS	INDIVIDUAL CREDITS
<p>Lead Agency (1 Required, 2 Maximum) Client (1 Required, 2 Maximum) Contributing Companies (0 Required, 4 Maximum)</p> <p>CO-LEAD AGENCIES: You may credit a second Lead Agency and they will be given equal recognition by Effie. In order to be considered a second lead agency, you must certify that the work done by each agency was of equal weighting and each agency deserves equal recognition. Second Lead Agencies must be designated at time of entry, you may not add or remove second lead agencies after the entry period.</p> <p>IN-HOUSE WORK: If you are an advertiser submitting in-house work, please list your company as both the Lead Agency and Client.</p> <p>Please confirm the spelling and formatting of other company names to ensure they'll receive proper credit in the Effie Index® and in all forms of publicity if your case is a finalist or winner.</p>	<p>Primary Individual Credits (0 Required, 10 Maximum) Secondary Individual Credits (0 Required, 30 Maximum)</p> <p>Primary Individual Credits will be used in situations where space is limited; otherwise all individuals will be listed in the credits.</p> <p>Individuals credited on your case must be current or former employees of any one of the credited companies.</p>

Confidentiality & Publication

Effie Worldwide is an organisation that stands for effectiveness in marketing, spotlighting marketing ideas that work and encouraging thoughtful dialogue about the drivers of marketing effectiveness.

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. By providing permission to publish your written case, you are:

Bettering the industry. By allowing other marketers to learn from your success, you are inspiring the industry to raise the bar and make their marketing better.

Bettering the future leaders of our industry. Colleges and universities use Effie case studies in their courses, and Collegiate Effie participants learn how to write their own effective submissions by learning from yours.

Showcasing your team’s success in achieving one of the top marketing honors of the year. Effie wins help attract new talent, prove the importance of marketing in business, and strengthen agency-client relationships.

We respect that entries may have information deemed confidential. Within the Entry Portal, entrants are asked to set the publishing permission for their written entry. Entrants may select from the following options:

PUBLISH AS THE CASE WAS SUBMITTED	PUBLISH AN EDITED VERSION OF THE WRITTEN CASE
<p>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.</p>	<p>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. <i>Challenge, Context & Objectives</i> and 4. <i>Results</i> .</p> <p>Sensitive data that’s being redacted in these two sections should be replaced with indexed data instead - you can’t redact an entire section. A reminder will be sent out when this is required later this year.</p>

Effie Board, Executive Staff, and Committee members are senior, well-respected professionals in the industry on both the client and agency side. If you are interested, we would be happy to set up a time for them to talk

to you about confidentiality during judging; how to involve key team members in the judging process; and how you can submit indexed data.

If you would like to have a further discussion on confidentiality, please email effieuk@effie.org.

The written case is the only portion of the entry that should contain confidential information. For that reason, the written case is the only portion of the entry that is included in the above publication permission policy. The creative work (reel, images), public case summary, and statement of effectiveness should not include confidential information and will be showcased in various ways (effie.org, partner websites/publications), along with your public-facing written case, if your entry becomes a finalist or winner. Work submitted must be original or you must have the rights to submit it.

The Effie Awards entry and judging process is designed to help all entrants present their work effectively, while ensuring the confidentiality of classified information.

JUDGING

Judging events have strict confidentiality protocols and are securely supervised by Effie moderators. Judges are required to sign confidentiality agreements before judging begins. Judges cannot save materials from the judging session and are individually matched with entries and categories that do not pose a conflict of interest.

INDEXING DATA

While judging is confidential and entrants may select publication permission for their written case, Effie understands some entrants may still have concerns regarding sensitive information. When presenting numerical data within the entry, entrants may choose to provide those numbers as percentages or indexes, so that actual numbers are withheld. As with all data points, be sure to include context so the judges understand the significance of the data. Additionally, unless the entrant opts to allow Effie to publish the entry as it was submitted if it becomes a finalist or winner, only judges will see the written entry as it was submitted.

CREATIVE WORK & PUBLICITY MATERIALS

The creative material (reel, images, publicity materials) and case summary you submit into the competition become the property of Effie Worldwide and the Effie Awards and will not be returned. By entering your work in the competition, the Effie Awards/Effie Worldwide is automatically granted the right to make copies, reproduce and display the creative materials, case summaries, and statements of effectiveness within the context of your Effie entry for education and publicity purposes.

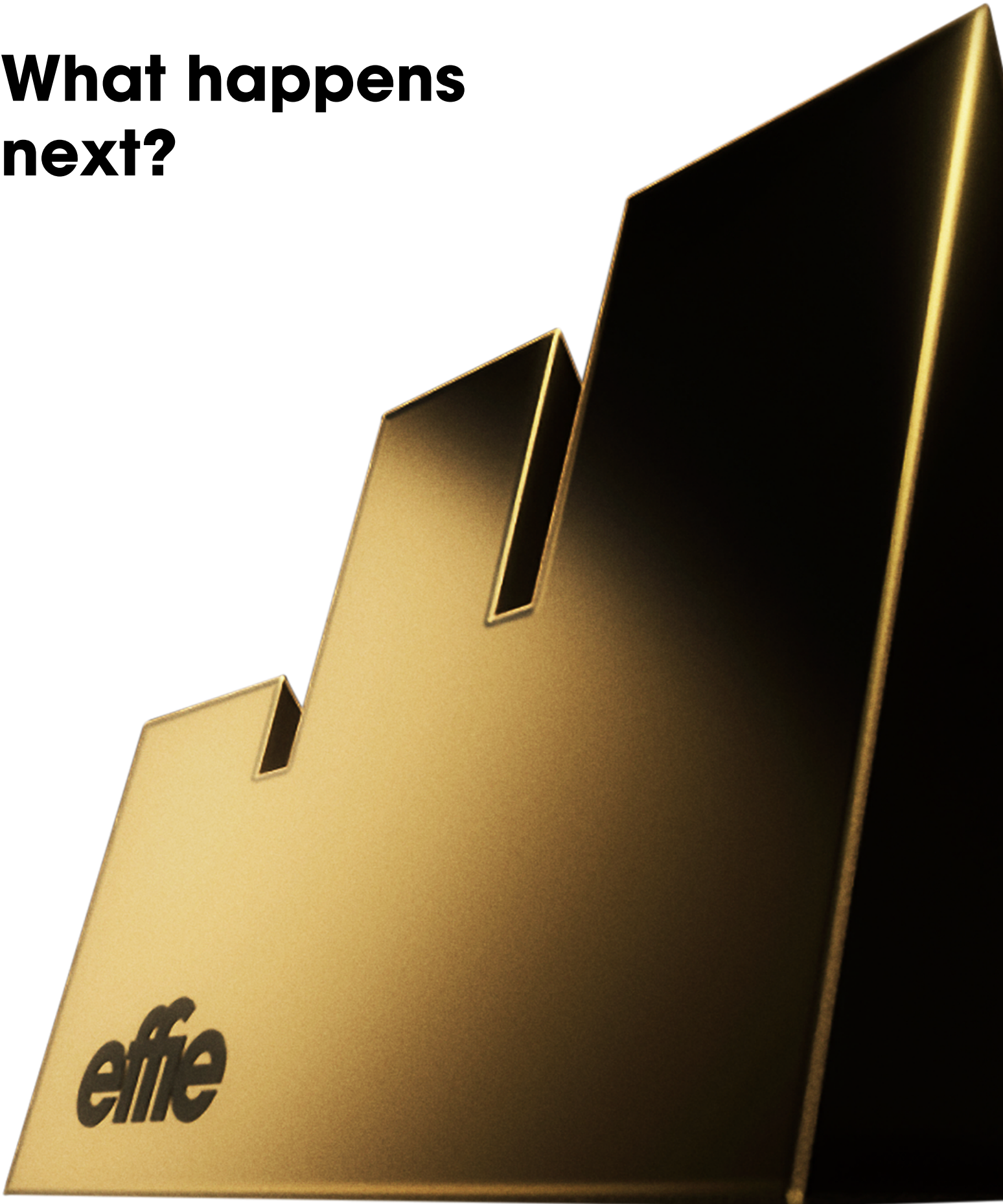
Creative work, case summaries, and the statement of effectiveness may be featured on the [Effie Worldwide's website](#), partner websites, press releases/newsletters, programming/conferences and the Effie Awards Gala. Because materials for publicity & creative work will be published for all finalists and winners, no confidential information should be included in these elements. Please review the [Creative Reel section](#) of the Entry Kit for more guidance on licensing/talent.

In extraordinary circumstances, Effie will review requests to submit an edited reel for publication. Such requests should be submitted to effieuk@effie.org if the case becomes a finalist, as non-finalist creative reels are only seen by judges and will not be published.

A note of reassurance

This year's eligibility period is 1st July 2023 to 31st December 2024 and the awards will be presented in November 2024. This delay may alleviate some of your concerns regarding sensitive data.

What happens next?



Judging

Your entry will be judged by some of the brightest and most experienced business leaders in the UK. We draw on their experience to not only judge the work of their peers but to highlight learning for the industry overall.

Entries are judged in two phases: in both rounds, judges evaluate the written case and creative executions. Scoring is done anonymously and confidentially. Judges provide written feedback on each case for the Insight Guide.

The finalist level and each winning level (gold, silver, bronze) have minimum scores. This means it's possible that a category may produce one or multiple winners of any level, or perhaps no winners at all. We don't have quotas to meet to create one gold, silver and bronze winner in each category.

Judges are asked to evaluate specific criteria in scoring a case's overall effectiveness and provide four separate scores analysing specific attributes of the work. In all rounds of judging, judges provide scores across the four pillars of the Effie Framework:



The written case is reviewed before the creative work. Judges discuss the case but score them individually.

This year, we're introducing two new awards: *Brand of the Year* and *Agency of the Year* - to recognise the most effective client and agency organisations in the UK. No additional work is required to enter these: cases will automatically be awarded points to reflect the level they achieve, and the brand and the agency with the most points overall will be revealed at the Awards Gala.

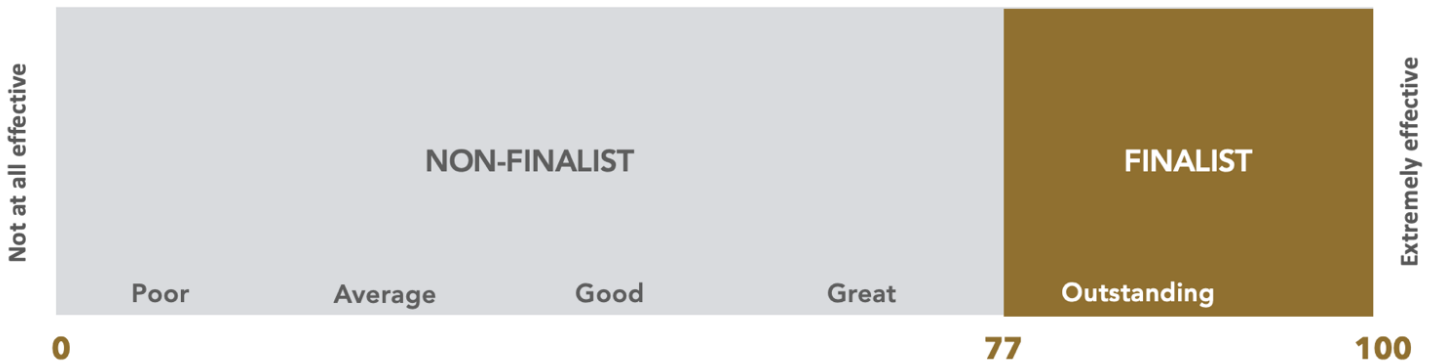
Level achieved	Points awarded
Gold award	24 points
Silver Award	12 Points
Bronze award	6 Points
Finalist	2 Points

JUDGING ROUNDS IN MORE DETAIL

Round One Judging

Judges individually review approx. 5-6 cases across a range of categories. Due to the volume of entries reviewed by each judge, brevity is encouraged. Cases that achieve the benchmark minimum score become finalists and move on to Final Round Judging.

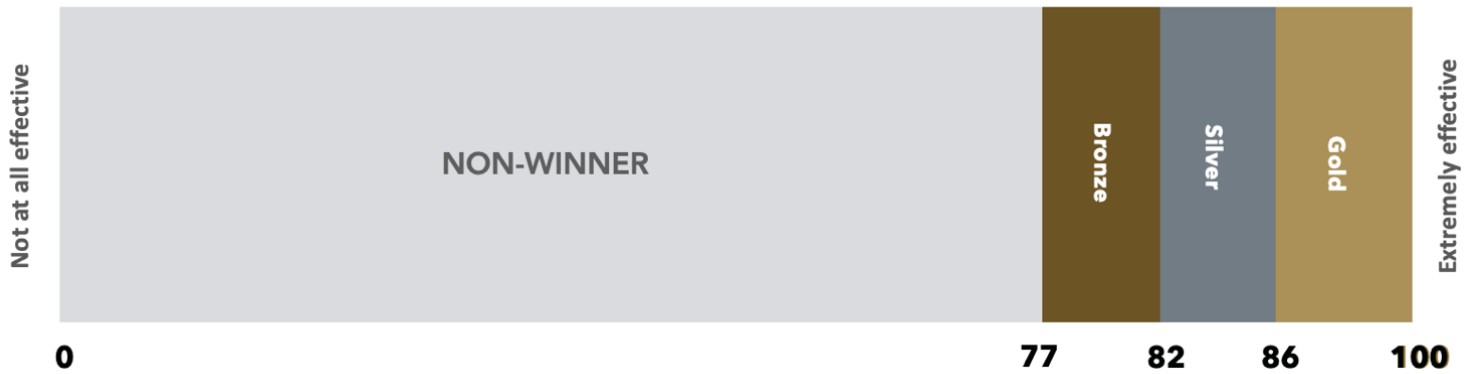
Scoring for Round 1 Judging - to identify finalists:



Round 2 Judging

As for Round One, all elements of each case are reviewed and scored to identify winners (and award levels). Judges review approx. 4-5 cases each.

Scoring for Round 2 Judging - to identify winners:



The Grand Effie

The highest-scoring Gold Effie winners are eligible for the Grand Effie Award. The Grand Effie represents the single best case entered in a given year. As the Grand Jury is so senior and they express their collective opinion, the winning case represents both the most effective case of the year and a message that will be sent to the industry about lessons for the way forward. Only a select number of the highest-scoring Gold winning cases are considered contenders for the Grand Effie award.

We recommend nominating your senior client and agency team members for judging. Participating as a judge is one of the most valuable ways to learn about the awards, understand how judging works, and experience our security and confidentiality rules firsthand. Previous judges have also said how much they've enjoyed the opportunity to discuss great work with fellow marketers from different disciplines.

To nominate a judge, please email us at effieuk@effie.org.

JUDGES' FEEDBACK

After this year's winners are announced, Insight Guides will be available for entrants. This is a report detailing the judges' feedback on your case. The Insight Guide will help you to:

- Understand why your case achieved finalist status but didn't win.
- Improve your future entries. Whether a case is a winner or not, there are lessons to be learned from the feedback the judges provide.

If you'd like to order an Insight Guide for your entry you can request one on the Entry Portal when you submit your case. Please note that there will be a fee of £50 for this.

If you win

WINNING AN EFFIE

Founded over 50 years ago, the Effie Awards are a globally recognised symbol of outstanding achievement. Today, Effectiveness matters more than ever and the role that you and your teams play is critical in delivering growth and supporting our community. The awards honour all types of effective marketing as well as the people who make it, promoting the best work being made today and building a legacy of brilliant thinking that will inspire marketers for years to come.

Finalist notifications will be sent in September 2025. These notifications will include additional information about how we will be celebrating their success. All winners and finalists will be recognised at the 2024 Effie UK Awards Celebration which will be held in London in November 2025.

TROPHIES

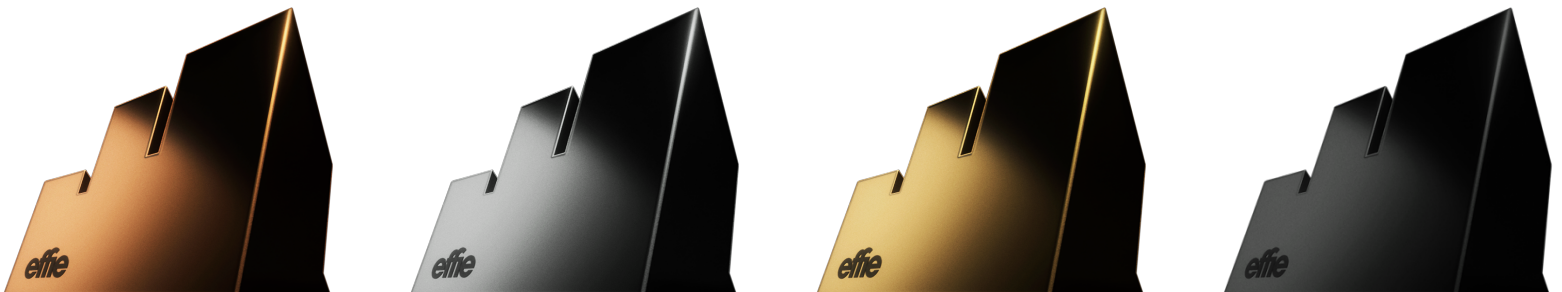
A complimentary trophy is provided to each winning lead agency and client company (i.e. 2x trophies per award).

If your case is a finalist or winner, and you're interested in purchasing additional personalised trophies with your choice of credited company(ies) or individuals referenced, please contact us at effieuk@effie.org

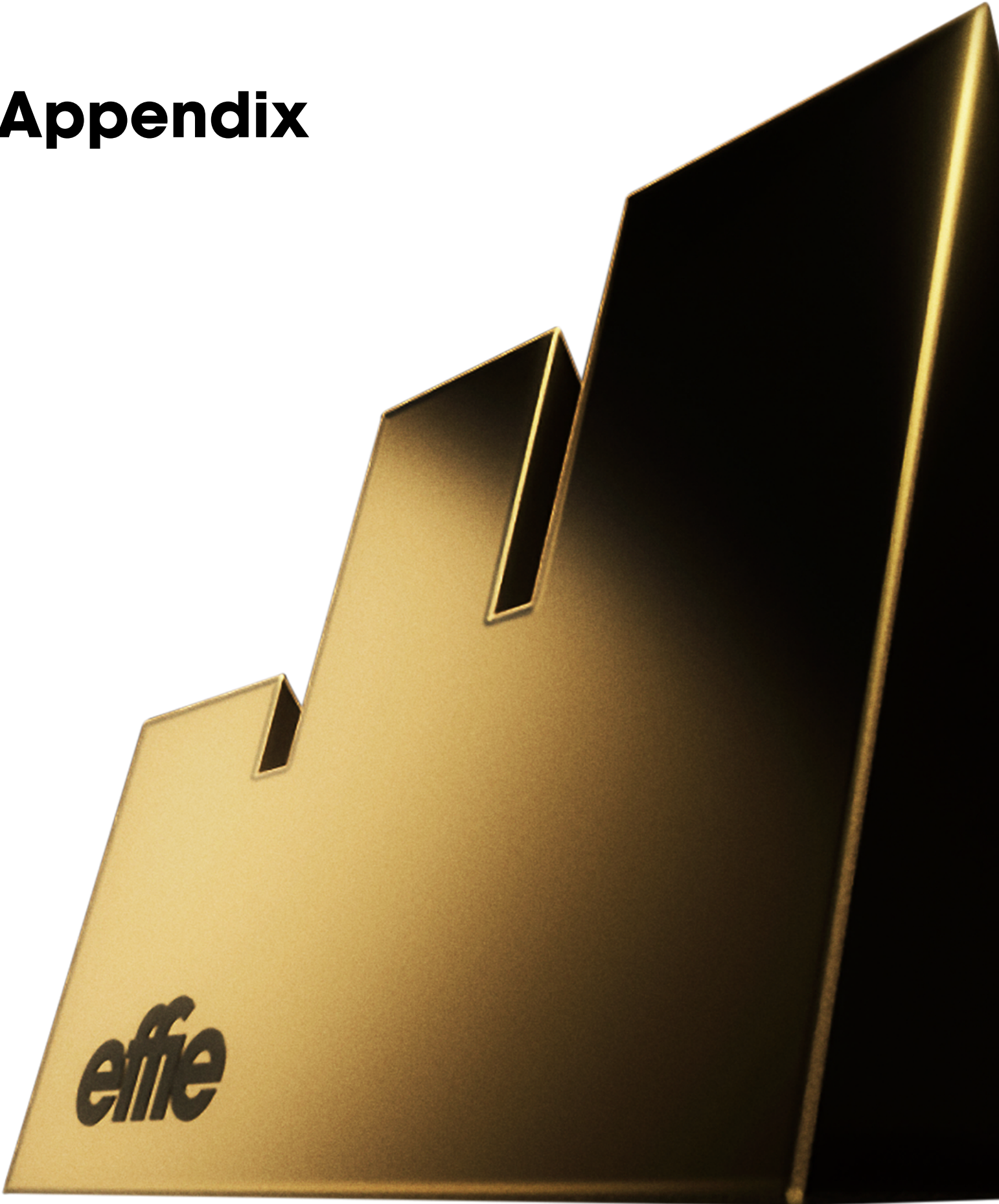
EFFIE INDEX

The Effie Index (effieindex.com), identifies and ranks the most effective agencies, marketers, brands, networks, and holding companies by analyzing finalist and winner data from Effie Awards competitions around the world. Announced annually, it is the most comprehensive global ranking of marketing effectiveness.

If your case becomes a 2025 Effie finalist or winner, the submitted credits will be used to tally the Effie Index results. Because different point values are given to lead and contributing companies, it is critical that all brands and companies are properly credited at time of entry.



Appendix



Category Definitions

INDUSTRY CATEGORIES

Recognises effective marketing for products and services for brands and businesses operating in a particular industry:

Automotive: Vehicles and aftermarket. Vehicles includes cars, trucks, motorcycles, vans - both brand and model marketing. Aftermarket includes petrol, motor oil, tyres, batteries, paint, quick-lube, oil change, muffler, transmission, windshield wipers, enhancements, etc.

Beauty & Personal Care: Products and services focused on beauty, which includes cosmetics, fragrances, hair care, nail products, etc. and beauty services such as salons, spas, etc. This includes mainstream, niche and luxury products and services. Also includes personal care products such as soap, dental products, face & body lotions and cleansers, cotton swabs, deodorants, feminine hygiene products, razors, shaving cream, etc.

Beverages: Alcoholic as well as non-alcoholic drinks. Alcoholic beverages are beer, champagne, spirits, wine, wine coolers, after dinner drinks, etc. Non-alcoholic beverages are diet and non-diet sodas, coffee, tea, juices, squash, milk, milk substitutes, bottled water, sparkling water, energy drinks etc.

Culture & The Arts: Museums, plays, immersive performances, music organisations and festivals, concert series, cultural events, theatre festivals.

Delivery Services: Couriers, package/freight shipping, food & drink delivery, grocery delivery, flower/gift delivery, overnight delivery, package tracking, international service, etc.

Education & Training: Educational organisations and institutions, training programs, job/career sites, recruitment etc.

Electronics: TVs, radios, mobile devices, home entertainment, laptops, tablets, cameras, smart home devices, computer hardware, game consoles, drones, VR/AR technology, sound systems, etc. Electronic devices may be aimed at consumers or businesses.

Entertainment & Sports: All forms of entertainment, including movies, TV shows, podcasts, books, music, comics, games, toys, entertainment apps, etc. And also sporting events such as Wimbledon, Six Nations, the Ashes, sports teams, etc.

Fashion & Accessories: All clothing, accessories, jewelry, styling services, clothing rentals, etc. Also includes luxury fashion and accessories.

Finance: Financial products and services including overall corporate/brand image and capabilities of a financial institution, or specific products or services (including current and savings accounts, credit/debit cards, reward/loyalty cards, financial planning, mobile payment services, retirement funds, investment, home banking, loans, mortgage, mutual funds, insurance products, banking apps etc).

Food: Fresh, chilled, frozen and packaged; foods both regular and diet/light. Also includes snacks and desserts such as ice cream, confectionary, crisps, cakes and biscuits, bakery items, nut, fruit & vegetable snacks, popcorn, etc.

Gaming & E-Sports: All forms of e-sports and single and multi-player video games, including virtual reality, arcade, console, mobile, online and computer games.

Government, Public Service & NGOs: Local, regional and national government and its various departments - such as health, armed forces, transport etc; educational institutions/organisations; NGOs & charities sector; trade bodies and their efforts focusing on economic development, membership drives, recruitment drives, public good messages etc. Includes political messages and special interest/trade group marketing activity.

Health & Wellness: Health and wellness products and services (relating to both physical and mental health). They may be targeted to healthcare professionals, patients and/or consumers, or both. Includes products that are sold without a prescription which address specific health conditions ('Over-The-Counter'); products that are sold through a prescription; marketing developed for health services or healthcare professionals. Includes products and services that address a specific health condition and also products and services that promote a healthy lifestyle generally (e.g. digital health products, fitness trackers, health/fitness apps, exercise equipment, nutraceuticals, vitamins, energy bars and drinks, etc; fitness studios; weight loss and fitness programs/camps, training camps and facilities, etc).

Please note that there are separate categories for Beauty & Personal Care and Hobbies, Leisure & Recreation cases.

Hobbies, Leisure & Recreation. Products and services aimed at hobbies, leisure, and recreation, including, but not limited to: dating services/apps, wedding planning platforms, personal development/improvement programmes/apps, genetics/ancestry testing services, sporting and camping goods/services and other items/services intended for leisure activity.

Home Goods & Services. Furnishings & appliances, such as kitchen and laundry appliances, air conditioners, carpeting, furniture, decorator's supplies, paint, wallpaper. And also household supplies & services, such as cleaning products, waxes, detergents, floor-care products, fabric softeners, paper products, domestic services, mowers, fertilisers, lawn care, gardening services.

Internet, Telecom & Utilities. Mobile network providers, high speed Internet access services, online services, portals, search engines, bundled communications (internet, telephone, and TV). Fixed telephone line providers. Utilities such as electricity, gas, alternative fuel.

Media & Entertainment Companies: TV networks, streaming services, websites (entertainment, lifestyle, news, trade, etc.), magazines, newspapers, consumer or trade media, radio stations, broadcasters, etc.

Pet Care: Animal care products and services of all types, including food, treats, toys, veterinary and boarding services, training, breeders.

Professional Services: Services such as accounting, consulting, legal, staffing, recruitment, property/real estate/estate agency, domestic and commercial services, etc.

Restaurants: Quick service, casual dining, mid-scale, fine dining, tablecloth, and any other restaurants.

Retail: All retail companies (online and/or brick and mortar) with general or specific merchandise such as department stores; clothing, shoes or jewellery stores; grocery stores; home and garden stores; movie/bookstores; discount/bulk retailers; pet care; toy stores; specialty stores; convenience stores. Also includes fashion brands & designers selling direct to consumer such as clothing, jewellery, handbag, accessories, shoes, eyewear designers. Includes mainstream, niche and luxury retailers.

Software: Software, groupware, operating systems, SaaS/IaaS, and Cloud based services, software/apps stored locally on a computer/tablet/mobile device, etc

Travel, Transport & Tourism. Air, train, bus, taxi, rideshare services, subway systems, bike/scooter shares, car rentals, ferries, etc. Cruises, hotels, resorts, amusement parks, travel websites and booking services, travel tours, tourism campaigns, etc.

SPECIALITY CATEGORIES

Recognises effective marketing for products and services for brands and businesses that has employed specialist tactics and/or channels to target and engage audiences.

Artificial Intelligence (AI): Recognises the use of AI technology to enhance marketing effectiveness. This includes audience targeting, interactive experience, programmatic, creative development, content generation and innovation. Entrants should showcase how AI was leveraged as a pivotal tool to achieve specific business goals, whether it be enhancing customer engagement, optimising operations, increasing sales, or any other measurable objective.

Behavioural Science. For marketing activity inspired by behavioural science. To be eligible to enter into this category you need to provide specific details that your strategy was influenced by behavioural science. You need to explain clearly how you went about pinpointing the behavioural bias that was the inspiration behind your approach. Tell us what levers you used to then apply the learnings and insights from this behavioural bias to instigate or change an audience behaviour to your advantage to achieve your objectives.

Business-to-Business: For marketing activity from businesses targeting other businesses. Business-to-business cases for any type of product or service from any marketplace segment are eligible to enter.

Commerce & Shopper. Recognises the most effective integrated marketing activity designed to engage the shopper and guide the purchase process - online and/or in-store. Eligible cases include those for single or multiple brands, and/or for a category. All media channels are eligible for inclusion: mobile, digital, TV, video displays, magazines, social media, sampling programs, in-store signage and displays, etc. Entrants must show how the work effectively connected with the shopper, influenced them along the path to purchase, and inspired them to buy.

Community Management. Recognises the effective engagement of communities. Entrants will be brands that are creating content, experiences, platforms, news, etc. that get their communities to grow, engage, share and act. Entrants will need to state clearly how they managed the community, how they defined effectiveness around the community, what they specifically achieved, and why the engaged community was significant for the development of the brand/business.

Corporate Reputation. For cases that promote corporations, not exclusively their products, It might include sponsorships, image & identity and PR. In addition to presenting metrics related to reputation, entrants are encouraged to also address how these metrics relate to the corporation's business and/or brand, and why they are important.

Experiential Marketing: For brand experiences beyond traditional advertising - work that truly brought a brand or product to life and interacted with a specific audience to achieve desired objectives should be entered. It may include a re-invented product demo, re-imagined pop-up, or a "brick and mortar" retail overhaul; it may have created a new game, an alternate or virtual reality experience, or an interactive/immersive film experience that effectively showcases a new product or brand personality. Award winners will show how the brand is reaching out to their audiences to establish meaningful relationships, memorable, engaging experiences, and unique connections. Entrants must address how the experiential marketing related back to the overall brand strategy. Judges will expect to understand the 'participation' in the experience as a core factor.

Influencer and Content Creator Marketing: Recognises brands that successfully partnered with influencers and/or Content Creators to achieve short or long-term marketing goals. Influencers can range from micro to macro and include social media personalities, brand ambassadors, bloggers. Entrants must clearly define the strategy, target audience, and explain why the influencer was chosen. Highlight how the influencer or content creator engaged the audience, influenced consumer behavior, and contributed to the brand's success by driving measurable business results.

Media Strategy & Idea. Recognises cases driven by media thinking. The line between what constitutes a creative idea and a media idea is blurring, and there are occasions when the media idea drove the entire effort. While media can't exist without the content, this award is intended to recognise those cases that were led by the media thinking - where the integration of media and message led to success. The award honours media-led ideas that are powerful enough to become the genesis of the marketing program itself, to the extent that the program would not have been successful without the strategic media idea.

Partnerships & Sponsorships. For marketing activity centred around partnerships and/or sponsorships. Entrants are required to provide information on the nature of the partnership/collaboration/sponsorship and the strategic rationale/fit behind it, as well as evidence that it was this partnership/sponsorship that led to effective results and delivered your objectives. The partnership/sponsorship can be part of a wider marketing programme or a standalone activity, and the entrant needs to make this clear in their entry.

Performance Marketing. Celebrates the most impactful performance marketing strategies, where a combination of tactics generated significant, incremental results and conversions. Describe how you leveraged the synergy between your organic and paid ecosystems to create a halo effect, using data-driven insights, agile testing, and continuous optimisation. Your submission should be performance-led, demonstrating how approaches such as (but not limited to) affiliate marketing, paid search, SEO, email campaigns, personalisation at scale, influencer or sponsored content directly drove measurable outcomes like increased revenue or leads.

***A separate entry form and different creative requirements are required for the Performance Marketing category.**

Product or Service Innovation: Recognises innovation and development of the product, service, or business that has had an exceptionally positive impact on the market position. Examples of eligible activities in this category include: product/service innovation; change in packaging, both in terms of its appearance and size; design, technology or UX innovation for the business, product or service; consumer involvement in product development; operation change, etc.

Seasonal Marketing. Honours work that effectively capitalised on a season, holiday or cultural event - key moments in the British annual calendar - to drive results for their business. Seasons, holidays and events allow marketers the opportunity to build strategic marketing activity based on the time-based interests of their target audience. Examples of key seasonal events are Christmas, Easter, Mother's Day, Father's Day, Valentine's Day.

Social Media. Celebrates campaigns designed around social media as the primary touchpoint, leveraging its influence to engage connected consumers. Focus on campaigns where social media was the core idea, not just an element - judges are looking for marketing that begins with a social idea, as opposed to advertising or integrated campaigns with a social media element. You will need a clear rationale for why social was the right way to tackle the brief, and evidence of how social activity measurably and materially drove the commercial result. It's not enough to count the number of impressions, likes or shares; you will need to measure and prove the commercial value of social through the direct effect it had on audience behaviour or perceptions and demonstrate correlation with the achieved business results.

Youth Marketing: For work that effectively engages teens or young adults. Your entry should demonstrate how the campaign was crafted specifically for this audience and how it succeeded. Detail the elements and strategies tailored to the youth market, and explain how you addressed relevant dynamics, trends, values, and linguistic nuances that resonate with this demographic.

BUSINESS CHALLENGE CATEGORIES

Recognises effective marketing for products and services for brands and businesses managing a particular business challenge.

Challenger Brand Solution: For smaller or emerging brands that are making inroads against big, established leaders, taking on “sleeping giants,” or moving into a new product/service field beyond their current category and set of competitors to tackle a dominant leader. (Challenger brands are defined as having less than 15% of branded market share in the product/service category.) Entrants must detail the business challenge, the competitive landscape, and how their business succeeded despite the odds. Requirements include a definition of the competitive landscape, including the market difference between the entered brand and its top competitors to demonstrate why this brand is a challenger.

Note: Judges will deduct points from the case if sufficiently proof that the brand is appropriately classified as a challenger brand is not included.

Crisis Response/Critical Pivot: Recognises brands that successfully navigated significant structural and cultural shifts or moments of crisis (e.g., pandemic, social justice movements, political events) by effectively pivoting their marketing strategy or business activities. Entrants must clearly identify the pivot and explain how the messaging, campaign, production approach, or go-to-market strategy was adapted. Examples can include a pivot in positioning, a change in portfolio management, a digital acceleration, etc.

Marketing Disruptors: For activity that grew the business/brand by changing the marketing model in ways that drive the industry forward. A marketing disruptor of any size can enter. Detail the marketing challenge, the competitive landscape, and how the brand succeeded by changing the existing marketing model for the brand/category. Note: Judges will deduct from the case without clear articulation regarding how the marketing was disruptive for the brand/category.

New Product or Service Introductions and Line Extensions: For any marketing case used to introduce an entirely new product or service, or a new extension of an existing product or service. Effie defines line extension as:

- Any variation of an existing product that shares the same brand name and is in the same category as the existing product, and shares the same characteristics as the parent but offers new benefit (flavour, size, package, type, etc.)
- A derivative product that adds or modifies features without significantly changing the price
- Products that bear the same brand name and offer the consumer varied options (e.g. Diet version of drink)

Note: Your entry must be written to address how your product/service or extension of either was new, and the situation you faced as a result of it being new. For example, what specifically was new? Why did the newness matter?

Renaissance. For 'rebirth' cases. To enter, your brand must have experienced a downturn of several years and a period of at least six months of upturned sales. The work being entered needs to have been the driver of renaissance, perhaps via a re-positioning or an alternative strategic approach. Entrants must detail the business challenge, the situation of the brand, the competitive landscape and how the activity drove success. Note: Your entry must include the previous marketing investment and strategy as part of the context. Also, please provide details about the duration of the renaissance.

Small Budgets. Cases eligible for this category must represent the only marketing for this brand during the qualifying time period. To be eligible, an entry may not be for a line extension, a sub brand, or have an overarching brand campaign to support it. The value of donated and non-traditional media, as well as activation costs, must be included. This category is all about what you were able to achieve with a small media budget, rather than small production and creative budget. Budget eligibility is as follows:

- Local activity: £50,000 or less
- Regional activity: £200,000 or less
- National activity: £500,00 or less

Sustained Success*. Product or service marketing activity that has delivered sustained success for at least three years is eligible for entry.

At a minimum, you must include at least three years of creative work and case results, which must include the current Effie Award eligibility time period. Work must show consistency over the three years in both strategy and creative executions; with a continuation of core executional elements (e.g. spokesperson, song, theme, tagline, etc.). As part of your entry, specifically address how the work evolved over time (e.g. media choices, targeting, insights, new products/services, etc.). Answer all questions for the initial year and describe how/why change occurred over time.

You have a choice of 2 sub-categories: *Sustained Success - Products* or *Sustained Success - Services*.

***A separate entry form and different creative requirements are required for the Sustained Success category.**

Topical Marketing. For cases that effectively leveraged immediate relevance, interest or importance via a targeted marketing strategy around current events (e.g. elections, World Cup, Olympics, economics, etc.). Annual events should enter the Seasonal Marketing category.

POSITIVE CHANGE CATEGORIES

In collaboration with the World Economic Forum.

The Positive Change Effies reward and celebrate the brands and non-profits that are promoting the greater good through purpose-driven marketing.

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

Any marketing that sets out to give back in some way for the greater good is eligible to enter. Any and all marketing efforts, whether full campaigns or distinct elements within a campaign are eligible to enter, as long as measurable results exist.

You can enter your case into one of the following sub-categories:

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

Social Good - Non-Profit: Recognises non-profit organisations and associations whose marketing has effectively driven positive change for society and successfully contributed back to the organisation's purpose. Campaigns must show measurable impact and proven results in support of the cause.

The Positive Change: Environmental category celebrates cases that have measurably shifted audience behaviour toward more environmentally sustainable choices, and/or grown demand for more sustainable products and services by incorporating environmentally-conscious messaging into their marketing. Winners of this award will need to demonstrate how effective marketing programmes that incorporate sustainable strategies can make a positive difference for brands *and* for the environment. Entries must have as one of their main strategic objectives changing audience behaviour towards more environmentally sustainable choices, and environmentally conscious messaging must be part of the marketing. Entrants should also address how the sustainability goal relates back to the overall brand and business strategy.

Judges will be looking for evidence of behaviour change toward more environmentally sustainable choices, with these elements being considered:

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

You can enter your case into one of the following sub-categories:

Environmental - Brands: Recognises brands with marketing programmes that have measurably shifted audience (B2B or B2C) behaviour toward more environmentally sustainable choices, and/or grown demand for more sustainable products and services by incorporating environmentally conscious messaging into their marketing.

Environmental - Non-Profit: Recognises non-profit organisations and associations with marketing programmes that have measurably shifted audience (B2B or B2C) behaviour toward more environmentally sustainable choices, grown demand for more sustainable products and services, and/or measurably drove positive impact for their cause by incorporating environmentally conscious messaging into their marketing

Contact us

QUESTIONS ABOUT YOUR ENTRY

For any questions regarding the entry process, materials, categories, rules, etc., don't hesitate to contact our team at effieuk@effie.org

CASE LIBRARY & SUBSCRIPTIONS

The purpose of the Case Library is to educate about effective marketing and to showcase the companies and individuals creating effective work to enhance learning in our industry. Take a look at what the Effie Case Library has to offer [here](#). For more information email our team on subscriptions@effie.org.

JUDGING

We welcome nominations for senior marketers across the industry for judging. Participating as a judge is one of the most valuable ways to learn about the awards, understand how judging works, and confidentiality rules firsthand. To nominate a judge, or for questions about the judging process, email effieuk@effie.org.

EFFIE INDEX

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ACADEMY

Effie Academy provides marketers with the tools and support they need to adapt, grow and stay relevant. The rigor and proven effectiveness of our Effie Framework is the foundation for all training programs, providing the most progressive training for individuals and businesses. Our programs mix theoretical and hands-on learning by combining data from more than 10,000 cases with our network of top industry leaders to deliver peerless training programs for marketers at every stage of their career.

From self-directed to team training, Effie offers flexible options to build your culture of effectiveness. Visit <https://www.effieacademyuk.com/> to learn more.

**Best of luck in
the competition!**

