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HOW TO CREATE AN EFFECTIVE BRIEF

It is our pleasure to invite you to participate in the 2020 Effie Awards India competition.

Since 1968, Effie has championed the value of effective marketing as the fuel for meaningful business and organizational growth. The Effie Awards focus on honoring the most effective ideas of the year – ideas that work. Winning Effie campaigns demonstrate that they have met or exceeded challenging goals.

The written case brief is a key part of the Effie Awards entry because it details the competitive environment, objectives, goals and evidence of performance. It is the basis of the judgement. Reviews of winning case briefs have shown that they are clear, concise, compelling and logical. In our experience, winning briefs present their story in an easy to follow style with a minimum of hyperbole. The case should be clear and easy to read.

An Effie case showcases the same process that creates marketing excellence. Teamwork across client and agency; an in-depth understanding of the challenge, context and objectives; the insight and idea linked to the challenge; and bringing the idea to life in a way that drives measurable and meaningful results for the brand, organization, and business. We encourage participants to use the Effie process as a way to strengthen the core of creating and learning from great work.

We look forward to seeing your campaign in this year's competition and you may take advantage by reviewing effie India shortlist and winners while creating and entering effective work available at effieindia.org

Entry Requirements: Entries must follow all guidelines to prevent disqualification; please see the list below for official reasons for disqualification. Use the format provided in the standard Effie Awards entry form. Coloured fonts will not be accepted except when used within a graph or chart.

ENTRIES SUBMISSION WILL BE ONLINE at the Effie Awards entry portal.

Visit www.effieindia.com for details.

ELIGIBILITY

Campaigns that ran in India between **1st October, 2018 to 30th September, 2019** are eligible for entry. Campaigns may have been introduced earlier but must have run during this period and have data qualifying time. You may re-submit campaigns from prior Effie competitions if they ran during the qualifying time and have data relative to the qualifying time. Campaigns not in the English language must be accompanied by a complete translation in English to make judging possible.

Do not provide results after **September 30th, 2019** – this will result in disqualification. Having a cut-off time period allows all entrants a fair time to gather results.

As a universal brand policy, campaigns are eligible to enter a local Effie competition based on where a campaign ran (rather than where it was produced or where the agency is based). For example, work that ran in India but was produced by an agency in Malaysia would be eligible for the Effie India

competition. **Any and all marketing communications efforts, whether full campaigns or targeted contributing efforts within a campaign, are eligible to enter the Effie Awards competitions. Any single medium or combination of mediums can be entered. To be eligible for the Effie India campaign, the campaign must have run in India within the current eligibility period.**

THE EFFIE ELIGIBILITY RULES

The Effie eligibility period is **1st October, 2018 to 30th September, 2019**. It is fine for the work to have started running before or continue running after this period, but the work the judges are reviewing must have run at some point between **1st October, 2018 to 30th September, 2019**. The results the judges are evaluating must be within this period, but data prior to the eligibility period may be included for context. No results after **30th September, 2019** may be included.

Judges also appreciate understanding your case in the real marketplace and your future outlook if your case is ongoing. While you cannot present results after **September 30th, 2019**, in this year's competition, make sure to address your future outlook. Present your case in the context of the real marketplace and timing – do not present your case in isolation.

WHO CAN ENTER?

Any company (client, creative agency, media agency, digital agency etc.) can take the lead on entering Effie. But they should work with all relevant partner companies to submit the strongest case.

HOW YOUR ENTRY WILL BE JUDGED

Your entry will be judged by some of the brightest and most experienced business leaders. Entries are judged in two phases. The highest scoring cases from Round One will go to the Final Round. **In both rounds, all elements of an entry – written case and creative elements – are judged.** Scoring is done anonymously and confidentially.

Judges are asked to evaluate specific criteria in scoring a marketing case's overall effectiveness and provide four separate scores analyzing specific attributes of the work.

The judges' scores determine which entries will be finalists and which finalists are awarded a gold, silver or bronze Effie trophy. The finalist level and each winning level – gold, silver, bronze – has a minimum score required in order to be eligible for finalist status or for an award. Effie Trophies are awarded at the discretion of the judges. The judges' scores determine which entries will be finalists and which finalists are awarded a gold, silver, or bronze Effie trophy. The finalist level and each winning level – gold, silver, bronze – have minimum scores required in order to be eligible for finalist status or for an award. Effie trophies are awarded in each category at the discretion of the judges. It is possible that a category may produce one or multiple winners of any level or perhaps no winners at all – no matter the number of finalists. **Not all finalists become winners.**

Judges read your written case and then watch your video. Make sure your team reviews both together to ensure they work seamlessly together before submitting your entry.

The Grand Effie

Effie awards Ideas that Work - the great ideas that achieve real results and the strategy that goes into creating them.

The Grand Effie represents the single best case submitted in a given year.

There will likely be something 'breakthrough' about it – whether that be the way a market was re-framed...or an insight that opened new possibilities...or a creative leap that achieved real standout...or the discovery of a new way to engage with an audience.... all with the express purpose and proven capability of delivering outstanding effectiveness.

There will be a Grand Jury in place to select the Grand Effie.

Because the Grand Jury is so senior and is expressing its collective opinion, there is, as always, a 'message' that will be sent to the industry about learnings for the way forward.

Please note, not all gold awarded cases may qualify to compete for a Grand.

Scoring System

Judges are asked to evaluate specific criteria in scoring a marketing case's overall effectiveness and provide four separate scores analyzing specific attributes of the work. The breakdown is as follows:

Challenge, Context + Objectives = 23.3%

Idea & Insight = 23.3%

Bringing the Idea to Life = 23.3%

Results = 30%

100% of final score

COMPLETING THE ENTRY FORM (WRITTEN CASE STUDY)

Your entry should tell the complete story of all advertising and marketing communications that were created and implemented for this marketing effort, and any other factors that impacted your efforts.

Carefully review and answer the detailed instructions under each question on the entry form (Written Case Study). Judges review these detailed instructions when scoring and will deduct points if all aspects of the question are not answered. You may not remove these detailed instructions or any other parts of the entry form (Written Case Study).

Make sure your entering team has covered all requirements of the entry form (Written Case Study) in a clear, easy to read manner. Think of the voice of your favorite well written magazine. Your case

should be an interesting read with well-argued facts to back it up and it should be brief wherever brevity is possible.

Also, make sure your team uses a voice of honesty and makes a convincing case – judges are looking for the real situation you started with, what you achieved and the persuasive argument that links the work to the results achieved and states why the results are significant in the context of your situation.

Cases with clear, easy-to-understand connections between the strategy, idea, creative and results will stand out from the masses. Using readability tools (i.e. bullets, white space, bold/italics/underline, charts) will help the judges easily process your information.

Simply presenting results without defending them is not sufficient. Judges expect a well-defended argument as to why what was achieved was significant and linked back to the work done. Address every objective in your results section and guide judges through the results achieved – how do the social metrics tie to the awareness and behavioral goals of the brand? How does this link to sales or market share goals (if relevant)? Eliminate any other factors that judges may mistakenly believe could have contributed to the success – **prove it was your work that led to the results.**

SUBMISSION OF ENTRIES

1. Entrants must register first using the website address given by the 2020 Effie India competition i.e. www.effieindia.com
2. Multiple logins are not allowed from the same account. Only one-person can login at a time.
3. Please refer to the Help option for any guidance required.
4. Kindly note the Client Authorization is a MUST, you need to provide the Client Authorization Letter and upload to proceed further and successfully submit the entry.
5. We suggest that name of the Entrant Organization / Agency / Clients should be correctly and carefully entered and Agencies follow a uniform policy while entering. Please use the same name across all entries without any abbreviation or short forms for agency, client and media owner.

SOURCING YOUR DATA IN THE ENTRY

All data, claims, facts, etc. included anywhere in the written case study (Challenge, Context & Objectives section, Idea & Insights section, Bringing Idea to Life section and Results section) **must include a specific, verifiable source.** Entries that do not source data will be disqualified. Be as specific as possible in documenting all evidence; provide sources of data, research involved and time period covered.

You must source all data and claims you provide in the written case study either by listing the specific source next to each piece of data or in clearly marked footnotes at the bottom of each relevant page.

Acceptable sources can be: advertiser data, agency research or third party research companies. Use the specific name of the company to reference a source except when the source is an Agency company (Ad, Media or other agencies). Because Effie is an agency-blind competition we require agency company research to be referenced via the term "Agency research." However, you must still

be as specific as possible about this source (time period covered, research involved, etc.)

The Effie Awards reserves the right to check all sources provided for accuracy.

CREATIVE REEL :

Creative Communications Video (Not more than 4 minutes and recommended file size is 100 MB)

PURPOSE OF THE CREATIVE REEL: TO PROVIDE JUDGES WITH EXAMPLES OF THE CREATIVE WORK THAT YOUR AUDIENCE EXPERIENCED.

Your creative work is scored as part of Scoring Section 3: Bringing the Idea to Life, which also includes your written response to Question 3 and the data presented in the Media Addendum. This section accounts for 23.3% of the total score.

CONTENT At minimum, 70% of the reel must be examples of creative work the audience experienced.

Label each creative example by type of media (TV spot, Radio spot, etc.).

No results (of any kind) may be included.

4-minute maximum

The creative reel should showcase the creative that brought the big idea to life. Judges are often frustrated when reels do not show enough examples of the creative work and too much time is spent re-telling the story told in the written case study.

Judges are required to read the written case before viewing the creative reel, so it is not necessary to repeat your written case. Any set-up or explanation may not interfere with the judge's ability to review sufficient examples of your creative work. Creative and communication elements submitted must directly relate to your Strategic Objectives and Results outlined in the written form and must have run in the marketplace.

You do not need to feature all items selected in the communications touchpoints checklist, only those integral to the case's success that are explained in your written case. Points will be deducted if the importance of print ads, for example, is mentioned in the written case, but not demonstrated in the reel. Alternatively, creative elements that are shown in the reel, but not outlined in the written case are cause for down scoring. The creative reel should complement your response to Question 3.

Because the judges read the written case first and the focus of the reel is on the creative work, no results – hard or soft - may be included in the creative reel. Judges are aware that results are not allowed in the reel and express frustration when entrants submit reels with statements that reference results.

The time limit for creative reels is 4 minutes. Reels are not required to be a full 4 minutes. Entrants must showcase at least one complete example of each integral communications touchpoint – additional examples are encouraged where helpful to judges in evaluating the creative work.

DO NOT INCLUDE

- Results of any kind – including numbers of social media likes, followers, etc.*
- Competitive work or logos
- Agency names, logos or images
- Any stock music/images that will cause confusion for judges with how your work ran in the marketplace. Any stock music/images that did not run in the original creative that you do not have the rights to include.
- Editing effects that cause confusion with how the work ran in the marketplace, e.g. music or voiceover added on top of TV spots.

MUST INCLUDE

- At least one complete example of each of the integral communications touchpoints mentioned in the written case (question 3)* - includes any type of work (print, radio, web, OOH, TV, etc.)
- If time allows, additional examples of specific creative materials
- Translation for non-English work
- You may edit down video clips longer than 60 seconds when it is necessary to do so in order to show other examples of your work. However, you should showcase as much of the example as you can to give judges a clear understanding of what your audience experienced.
- Any video elements 60 seconds or shorter must be shown in full.

STOCK IMAGES & MUSIC THAT DID NOT RUN IN YOUR CREATIVE WORK:

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 a 501(c)(3) non-profit educational organization that shows the work for educational purposes of honoring effective marketing communications ideas and the successful teams (client and agency) creating them. In regards rights/licensing for talent/music that ran as part of the original creative work, we recommend that entrants talk to their company when entering about the policy for entering award shows – most award shows have the same requirements as Effie does, and this can help resolve any questions. As long as elements featured on the reel are the work for the campaign/effort you are entering, you should not run into an issue with rights/licensing.

SUSTAINED SUCCESS SUBMISSIONS:

4-minute maximum

Feature work that ran in the initial year (initial year is either A) year case started or B) more than 3 competition years ago; before 30th September, 2016), at least 1 interim years, and the most current year (1st October, 2018 to 30th September, 2019) of the case.

Clearly mark the year the work ran in the marketplace before (or as) the work is shown on the reel.

GUIDELINES

- Do not include any agency names in the file name.
- Add subtitles or include written translation (via translation text box in the Entry Portal) for all non-English creative materials.

SPECS

1 creative reel file per entry

4-minute maximum

Note: Sustained Success cases may be up to 4 minutes in length. Review the Sustained Success section for additional creative reel requirements.

100 MB maximum file size

.mp4 format

IMAGES OF THE CREATIVE WORK FOR JUDGES (2 required, 6 max.)

After the judges read your case and watch the creative reel, they review images of your creative work. Images uploaded should complement your reel and help the judges better evaluate creative elements that ran in front of your audience.

It can be helpful to provide images of work best seen as a still image (e.g. website, print ad, direct mail piece, etc.). Or, you may wish to upload work that you want judges to get another look at after watching the reel.

This is an opportunity to showcase your creative work:

- Highlight elements that are better seen as a still image vs. video format
- Draw further attention to key creative elements you wish to highlight
- Upload 2-6 (2 required) examples of the creative work.
- **Technical Requirements:** .jpg format, high-res. 15 MB max.
- Do not include agency names or logos on any creative materials submitted for judging.

IMPORTANT POINTS TO BE NOTED:

1. Your explanation on the video cannot include results, agency names / logos, competitive work/logos.
2. The primary purpose of the video is to show your work as it ran in the marketplace.
3. Creative material becomes the property of the effie India and Effie Worldwide and will not be returned. By entering your work into the competition, the effie India and Effie Worldwide are automatically granted the right to make copies, reproduce or print books of case studies or display the creative material, including the 4-minute video, for education and publicity purposes. If you are a finalist or winner, the video will be featured in the effie.org winner showcase forever and may be used for other purposes including, but not limited to the gala, a winner reel, a conference, etc.

Rights & Effie's Publishing Policy for the Video

Work submitted must be original or you must have secured rights to submit it. You cannot include any work that you do not have rights to (e.g. music/images that are not part of your creative work). However, stock music/images are allowed if you have the rights to use them. Stock music/images can only be used in ways that clearly delineate what was the work that ran in the marketplace. (Do not play stock music over a TV spot, as that is not how it ran in the marketplace.) However, stock music can be played when showing print materials because it is clear.

REASONS FOR DISQUALIFICATION

If entries are not revised by the last deadline date, here are some of the reasons for disqualification and entry fees will be forfeited.

1. **Results not referenced.** All data, claims, facts, etc. presented anywhere in the Written Case Study must reference a specific, verifiable source. This could be advertiser data, agency research or third party research companies. We reserve the right to verify the accuracy of the data with the source named.

Sources must be provided next to each piece of data or claim OR in clearly marked footnotes at the bottom of each relevant page of the Written Case Study. Be as specific as possible in documenting all evidence; provide sources of data, research involved and the time period covered. Use the specific name of the company to reference a source except when the source is an agency company (Ad, Media or other agencies). Because Effie is an agency-blind competition we require agency company research to be referenced via the term "Agency research." However, you must still be as specific as possible about this source (time period covered, research involved, etc.)

2. **Not enough information.**
Not including examples of all creative materials discussed in the case brief and integral to the effort on the 4-minute creative video. You must include at least one example of all creative detailed in the Written Case Study that was integral to the case's success on the 4-minute video.
3. **Agency name or logo published in the written case study or on the creative materials.** Effie is an agency-blind competition — do not cite agency names anywhere in the written case study or creative materials. Do not cite your agency name (or any other Agency — Ad, Media, Digital or other — names) as your reference source. If an agency is the source of your research, reference "Agency Research".
4. **Including Results or Competitive Work/Logos on the 4-minute creative video.** You are not allowed to include results on the video. The reel is meant to showcase the work as it ran in the marketplace. **Entries that include results or competitive work/logos in the video will be disqualified.**
5. **Using logos, graphics or colored font in written case study.** Logos, graphics, pictorial elements or other creative materials present in the Written Case Study will not be accepted. Do NOT include screen grabs of your creative work in the written case. These should go on your 4-minute video.

Colored fonts will not be accepted. All text that appears in the written case study must be in standard black font. It is fine (and recommended) to use readability style effects like bullets, bold, white space, etc. throughout the written case study.

<p>Note: Graphs and charts displaying data are acceptable and can be presented in color.</p>

6. **Submitting handwritten or low-quality cases.** Make sure to have someone read your case and check for spelling, math and grammar errors as well as hyperbole, undocumented claims, etc. before you submit.
7. **Ignoring spacing guidelines and/or formatting requirements as outlined in the entry kit or entry form, or deleting the instructions or questions from the entry form** (Written Case Study). The official entry form (written case study) including all entry form questions and their instructions, minimum 10-point font. Brevity and clarity are much appreciated by judges.
8. **Submitting an incomplete** written case study. You must fill out every section of the written case study - do not leave any blanks and do not delete any questions or instructions from the form itself. If a question is not applicable, you must state this directly by the question. Any question left blank will result in disqualification.
9. **Missing Translation.** Creative materials submitted for consideration that are not in English require translation.

Entry overview checklist

Please review to ensure you have completed all steps necessary to enter the **2020** effie India Competition:

You read the "Reasons for Disqualification" that are a part of this guide and made sure none apply to the written case study or creative materials you are submitting.

You have properly entered all materials:

Step 1: Send all Entry files – includes your written case, 4-minute video (not exceeding under any circumstances)

Step 2: Provided Requested Data for Effie Internal Research / Database purposes

Step 3: Provided Company and Individual Credits & Contact Information for your case

Items for Effies to be physically submitted to the effie India Secretariat by all the entrants:

- Invoice copy
- Cheque OR if the payment done by NEFT or Online submit the payment proof.

Items for Effies to be uploaded online by all the entrants at www.effieindia.com

- The 2020 Effie Awards India Written Case Study in pdf format
- 4 Minutes Video in WMV OR mp4 format
- Other Creative Support material
- Publishing Policy

- Client Authorization Letter

TIPS FOR SUCCESSFUL ENTRY

Be direct. Present your story in an easy-to-follow style with minimum hyperbole. The link between the strategic challenge, the objectives, big idea, the creative executions and results should not be hidden.

Identify the competitive landscape. Do not assume that the judges reviewing your entry are aware of the marketplace ins and outs of your particular category. Be sure to provide a clear picture of the marketplace situation.

Be concise. Use the space and pages provided in the standard form. Don't add pages – they will simply be discarded upon receipt.

Include clear, simple, relevant charts and tables. If done correctly, charts and tables allow judges to easily assess the success of the marketing initiative.

Know the rules. Review the judging criteria for **2020** and the "Reasons for Disqualification" before submitting your entry.

Source Your Data and Results. The reason judges mark an entry for disqualification is failure to provide a specific, verifiable source for all data, claims, facts, etc. included anywhere in the written case study.

Make sure your entry does not include an agency's name anywhere in the written case study or creative materials — Effie is an agency-blind competition. The reason judges disqualify an entry is including agency name in the written case study or creative materials.

Provide English translation for all non-English creative materials.

Be compelling. Your entry should be stimulating to read. Tell the judges a story.

Tell judges why it was successful. For every objective provide clear, sourced results and provide context for judges to judge those results and objectives. For example, what was spend for your brand prior year, for the competition, etc. What were results prior year vs. now for your brand and the competitive landscape, etc.

Learn from Success. Take time to review **2019** Effie-winning cases in the online showcase at www.effie.org

FIFTEEN REASONS CASES GET LOWER SCORES THAN THEY SHOULD

1. **Objectives** – Retrofitting objectives to results achieved or creating objectives after the fact rather than explaining the situation you were faced with accurately.

2. **Objectives vs. Results** – Not addressing all objectives completely in the results section. Not providing evidence that it was the marketing communications that drove the results.
3. **Target Audience** – Omitting a clear, concise description of the target audience upfront.
4. **Media Strategy** – Omitting a clear description of media strategy.
5. **Collaboration with Partners** – Not reaching out to all partners, collaborating with & crediting them – thereby leaving missing data points or work in the case.
6. **Context for data** – Not providing context for data vs. prior year vs. competitors vs. past year's media spend etc.
7. **Unanswered Questions** – Leaving judges with unanswered questions someone unfamiliar with your brand and category will ask after reading your case. Have someone unfamiliar with your case read it before you submit it.
8. **Poor proofreading** – Math mistakes, spelling mistakes, grammar mistakes or typos.
9. **Overwriting/hyperbole** – Shorter than seven pages, written compellingly with the facts clearly stated will succeed over lots of description every time.
10. **Future Focus + Continuing Story** – Not talking about learning as a result and your future-focus. What will you change going forward? What didn't you achieve but are making a change to do going forward? Judges respect cases that are honest.
11. **Unfamiliar Terms** – Not explaining unfamiliar terms/jargon.
12. **Explaining why the objectives and results were important** – Not providing context for and defending objectives and results – why were they significant and important?
13. **Lack of brevity** – a shorter video and a shorter brief are better than padded versions of either.
14. **Sourcing** – Poor or incomplete sourcing of results, facts & claims in the written case study.
15. **Video** – Not including examples of key work on the video or not making it clear what the work is on the video versus "effects" – judges want to see the work as it was seen in the marketplace. Don't include any results on the video.

KEY TAKEAWAYS

Keep it simple (both video and case), brief, clear and make it interesting to read and view.

Spend time on editing and reviewing your writing to make it simple and clear rather than spending money on a video laden with unnecessary effects and an overwritten brief. Judges want to see the work on the video not effects created for the video.

Many entries in round one are eliminated on writing alone. You can't write your way to an Effie win if you don't have results. However, you can write your way out of one.

Note: The Effie Awards reserves the right to re-categorize entries, split/redefine categories and/or refuse any entry at any time.

TRANSLATION PAGE: Entrants submitting creative materials that are not in English are required to provide translation on an additional 1 page added to the end of their Written Case Study. Subtitles should be provided on the 4-minute creative video. For any non-English creative materials that are NOT subtitled, please provide written translation.

When providing written translation, make sure to list creative materials in the order they appear on the video as follows:

E.G. (Medium: Print "Title" translation, Medium: OOH "Title" translation, etc.)

CATEGORY RULES:

To honor even more great work, efforts can be entered into a maximum of four categories. Of those four categories, only one category submission may be a product/service category. You are not required to enter a product/service category – you may enter four specialty categories instead.

- 👉 Each entry should be customized to speak to the specifics of each entered category whenever applicable. Judges are often frustrated when an entry clearly wasn't tailored for the category they are reviewing.
- 👉 You will need to complete a separate entry form and pay the entry fee for each additional category.
- 👉 The effie Awards reserves the right to re-categorize entries, split/redefine categories and/or refuse entry any at any time. Test market entries are not eligible for the effie India Awards competition.

PRODUCT & SERVICE CATEGORIES:

Category definitions provide guidance regarding the types of products/services that may enter that category; however, it is not an exclusive list. If you are unsure what category best fits your brand, please contact us at the effie India Secretariat.

You may only enter one product/service category per effort.

SPECIALTY CATEGORIES:

The Specialty Categories are designed to address a specific business situation or challenge.

When entering into 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.

CATEGORIES:

Product and Service Categories (Categories 1-26):

1. **Personal Care** : Soap, dental products, face & body lotions and cleansers, cotton swabs, deodorants, feminine hygiene products, razors, shaving cream, etc. (Items focusing on beauty should be entered in the Beauty category.)
2. **Beverages Non-Alcohol** : Diet and non-diet soda, coffee, tea, juices, milk, milk substitutes, bottled water, sparkling water, etc. (Energy drinks should be entered into the Fitness & Wellness category.)
3. **Food** : Packaged and frozen foods both regular and diet/light.
4. **Snacks & Desserts** : Ice cream, candy, chips, cookies, bakery items, nut, fruit & vegetable snacks, popcorn, etc.
5. **Beauty & Fashion** : **Beauty** :Products and services focused on beauty. Includes cosmetics, fragrances, hair products, nail products, beauty box subscriptions, etc.; beauty services such as salons, spas, etc. (For personal care items, please see the Personal Care category.) **Fashion** : Brands of clothing, jewelry, handbags, accessories, eyewear, shoes, etc.
6. **Home Furnishings & Appliances** : Kitchen and laundry appliances, air conditioners, carpeting, furniture, decorator's supplies, paint, wallpaper.
7. **Office & Delivery** : Delivery: Overnight delivery, package tracking, international service, etc. Office: Printers, copiers, supplies, office furniture, etc.
8. **Other Products**: Products that do not fall into the other categories
9. **Automotive – Aftermarket** : Gasoline, motor oil, tires, batteries, paint, quick-lube, oil change, muffler, transmission, windshield wipers, enhancements, etc.
10. **Automotive – Vehicles** : Cars, trucks, motorcycles, vans, both brand and model advertising.
11. **Electronics** : TVs, radios, mobile devices, home entertainment, laptops, tablets, cameras, computer hardware, game consoles, drones, external or integrated VR/AR devices, sound systems, etc. Electronic devices may be aimed at consumers or businesses.
12. **Household Supplies & Services** : Cleaning products, waxes, detergents, floor-care products, fabric softeners, paper products, domestic services, mowers, fertilizers, lawn care, gardening services.

13. **Agricultural, Industrial & Building** : All related products, materials, tools and services.
14. **Services** : Telecom and related products
15. **Finance** : Financial products and services including: communications promoting overall image and capabilities of a financial institution; specific products or services including financial planning, mobile payment services, retirement funds, investment, home banking, loans, mortgage, mutual funds, traveler's checks, etc.
16. **Financial Cards** : Credit, debit, reward, loyalty, gift, phone and other cards.
17. **Media & Entertainment Companies** : TV networks, streaming services, websites (entertainment, lifestyle, news, trade, etc.), magazines, newspapers, consumer or trade media, radio stations, broadcasters, etc.
18. **Government, Institutional & Recruitment** : Municipal or state economic development, lotteries, utilities (i.e. electricity conservation messages), membership drives, educational institutions/organizations, armed forces marketing communications. Includes political messages and special interest/trade group communications.
19. **Professional Services** : Includes Business/Professional services such as accounting, consulting, legal, employment, etc.
20. **Travel & Tourism** : Cruises, hotels, resorts, amusement parks, travel websites and booking services, travel tours, tourism campaigns, etc.
21. **Software & Apps** : Software, groupware, operating systems, SaaS/IaaS and Cloud based services, software/apps stored locally on a computer/tablet/mobile device, etc.
22. **Other Services** : Services that do not fall into the other categories.
23. **Entertainment & Sports**. Includes all forms of entertainment, e.g. books and periodicals, video games, movies, TV shows, podcasts, games, toys, entertainment apps, etc. Sporting events such as Cricket, sports teams, etc. This category should be exclusively for IPs and non-linear programming content & campaigns – e.g. IPL, PKL and other such reality based, non-linear programmes along with the other examples you have included in the category. The idea has to be unconventional / out-of-the-box when it comes to TV content.
24. **Retail**: Will consider any service where the brand engages and delivers on a customer need through one or more of the channels like Physical store, website, app, calling service etc. Such brands could offer own-brand products or could simply operate as a platform for other brands to reach customers. The only condition is that the brand that is entering the award must have played a significant role in providing the right product mix, the right ambience, the right delivery mechanism or the right customer interface so that it added significant value to the customer's buying experience. We expect that conventional retailers, department stores, e-commerce brands, aggregators and market places would be typical entrants for this award.

25. Healthcare Products :

- Efforts for products that are sold without a prescription that address specific health conditions. Efforts may be targeted to healthcare professionals, patients and/or consumers. Only products that address a specific health condition should enter this category.
- Efforts for prescription required drugs that are directed to patients and/or consumers. Entrants must detail any regulatory challenges that impacted the effort.
- Efforts that were developed for devices that address specific health conditions that require a prescription for surgical placement, use or purchase.
- Efforts may be targeted to healthcare professionals and/or patients. Entrants must detail any regulatory challenges that impacted the effort. Efforts for prescription-required drugs and other healthcare products that are directed to healthcare professionals. Entrants must detail any regulatory challenges that impacted the effort.

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

Specialty Categories (Categories 27 - 44):

27. Corporate Advertising / Reputation: Communications to promote corporations, not exclusively their products includes sponsorships, image & identity.

28. B2B : This category is for marketing efforts from businesses targeting other businesses. Business-to-business efforts for any type of product or service, from any marketplace segment, are eligible to enter. B2B cases can also enter any other category of the Effie competition.

29. Interactive Marketing : This category is meant to reward campaigns and brand initiatives with interactivity at the core of the idea. While the overall initiative may have multiple touch-points (including mass media and on-ground activations etc.), to be eligible in this category, it is mandatory to have an interactive technology as the lead aspect of the program. This could include innovations in content, branded utilities, digital assets, games, social media programs, conversation handles, etc.

Campaigns where interactive tools are used largely for display/reach, with no clear evidence of user interactions will not be eligible to enter in this category. Examples include a version of a brand film/TVC put online, web banners and SEM.

30. Small Town & Rural Marketing : This award recognizes efforts by marketers that have effectively engaged with audiences in small town and rural areas of India, successfully connecting with the audiences and driving success for the brand, organization and business. Identify any elements in the creative work or strategy that are specifically directed to the community. Entries are welcome across all products and services, ranging from Agri-products to durables, lubricants, etc.

Entrants to this category must demonstrate how the case leveraged understanding of the small town and rural Indian audience to produce effective work that is tailor-made for the community.

NOTE: For the purpose of this award Cities /Towns with population less than One lakh will be considered together as 'Small Town and Rural'.

31. **Regional :** India is a vast country with unmatched diversity and a multi-dimensional personality. Entrants must demonstrate communication effectiveness at a regional / local level, capturing the local nuances and traditions, across different products and services.

32. **Direct Marketing :** Entrants to this category must demonstrate effectiveness in meeting objectives of prospect identification, customer acquisition, customer retention, customer loyalty and increasing customer life time value across various products/categories. Formats may include direct response print, direct response TV, direct response radio, direct response digital, direct response mobile, flat mailers and dimensional mailers or are led by other forms of direct marketing.

33. **Experiential Marketing / Brand Experience :** This category is meant to showcase how brands can create a brand experience (and not just communicate a brand message) – either literally or virtually - beyond traditional advertising. You may have reinvented the product demo, created a pop-up store, or led a bricks and mortar retail overhaul; you could have created a new game or interactive film experience that effectively showcases a new product feature, or the brand's personality, etc. What will win is work that shows how advertisers are reaching out to their audiences to establish meaningful relationships, memorable, engaging experiences and unique connections with their brands. You can enter whether your work brought the brand to life as the entire marketing effort, or as part of the larger marketing program. Experiential Marketing / Brand experience cases in both the online and the real world are eligible.

The Positive Change Effies

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

34. **Positive Change: Environmental :** (Entrants must use the dedicated Positive Change: Environmental Entry Form to enter this category.)

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

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

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

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

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

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

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

Enter your case into one of the following categories:

34A. Positive Change: Environmental – Brands : Recognizing brands with marketing programs that have measurably shifted audience (B2B or B2C) behavior toward more environmentally sustainable choices, and/or grown demand for more sustainable products and services by incorporating environmentally-conscious messaging into their marketing communications.

34B. Positive Change: Environmental – Non-Profit : Recognizing non-profit organizations and associations with marketing programs that have measurably shifted audience (B2B or B2C) behavior toward more environmentally sustainable choices, grown demand for more sustainable products and services, and/or measurably drove positive impact for their cause by incorporating environmentally-conscious messaging into their marketing communications.

35. Positive Change: Social Good : The Positive Change: Social category celebrates marketing communications efforts proven effective in addressing a social problem or in expanding an existing program in ways that benefit our society. Any effort that sets out to give back in some way for the greater good is eligible to enter. Maybe it was for profit, maybe not. Maybe you got paid, maybe you didn't. Any and all marketing communications efforts, whether full campaigns or unique efforts within a campaign are eligible to enter as long as measurable results exist.

35A. Positive Change: Social Good – Brands : Recognizing brands that are making the world a better place by using the power of their communications 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.

35B. Positive Change: Social Good – Non-Profit : Recognizing non-profit organizations and associations whose communications efforts have effectively driven positive change for society and successfully contributed back to the organization's purpose. Campaigns must show measurable impact and proven results in support of the cause.

36. David v/s Goliath : This is an award for smaller, new or emerging brands making inroads against big, established leaders. You must define your competitive landscape, including the market difference between the David and Goliath. Entrants must detail the business challenge, the competitive landscape and how their business succeeded despite the odds. The spends have to be limited to less than half the share of spends of market leader. And it is only by outsmarting / out

thinking the category leader that the David created the disproportionate results. A new entrant, if a sub brand of an established brand will be permitted.

37. Integrated Advertising Campaign : The award in this category will be given to the campaign that demonstrates how the campaign Idea has been successfully adapted, interpreted and applied across different touch points in the consumer journey. Winning entries will make a strong case for how the “big idea” has been adapted/ interpreted differently at different touch points and how each interpretation shapes consumer behaviour differently. It’s not just about multi-media campaigns per se. The campaign channels should include at least three different media / channels (e.g. print, radio, TVC, retail, mall activation or school contact programme). Duplication of an idea at multiple touch points and simple uploads/ posting of the same idea at multiple points in the consumer journey, do not count as integrated campaign.

38. Sustained Success :

*** Sustained Success - Products**

*** Sustained Success - Services**

Products or service communications efforts that have experienced sustained success for 3 or more years are eligible for entry. At a minimum, the case results must date back to September 30, 2016 and you must include the current year’s results. Entries must have a common objective in both strategy and creative executions; with a continuation of core executional elements (e.g., spokesperson, song, theme, tagline, etc.) that demonstrates effectiveness over time.

To enter you must be able to provide data about the case in its first year, an interim year and the most current year. The current year’s results must be included.

Note:

There is a special entry form and different creative requirements for the Sustained Success Award. The creative requirements, including different rules for the creative reel, can be found in the Sustained Success section and the Sustained Success entry form.

39. New Product or Service : Any communications effort used to introduce a new product or service that is not a line extension. Brand new products or new products in a new category are eligible.

This category is about the New Launch of a Product or Service. Innovation can be a part of it. It should be a launch that did great things for the brand.

Effie defines line extension as:

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

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

matter? Write the entry to address the category situation (new product/service introductions) similar to what you would do when writing your entry to address a category situation like sustained success, etc.

40. Influencer Marketing : This category recognizes the role of Influencer marketing to achieve disproportionate business results. For the purpose of definition, influencers are defined as opinion leaders who your core target audience would aspire to or listen to. They may or may not be current users of your brand, but their opinion on your brand has created significant positive impact for your business.

To win in this category, an entry needs to demonstrate how the brand used influencers to create/ disseminate content, drive conversations, create buzz or other forms of consumer engagement; on and offline.

A successful entry would demonstrate innovation in areas including –

- why influencer marketing was an important component of your campaign - how would it have achieved better results than other forms of marketing?
- the way you went about choosing the right influencers
- what you did with/ through those influencers
- how you created and/ or facilitated engagement between influencers and their audiences
- what was the kind of amplification/ multiplier effect you were able to create using influencer marketing

All entries will be required to disclose if the influencers mentioned in the entry were paid for their efforts, while stating results.

41. Use Of Data : While data-driven decision-making has been the cornerstone of marketing for decades, this category celebrates the creative use of data to better understand, predict and leverage customer behaviour. If you have married seemingly unrelated data sets to find new insights, employed continuous learning and refinement in your long term campaigns, used data to target with laser-sharp precision, identified new cohorts of customers, addressed new needs, reached customers in new ways, unlocked new occasions of use or created significant efficiency in your marketing investments using data, then your campaign is likely to fare well in this category.

While quantitative insights are likely to be inherent to your entry, explain how these insights influenced creativity and messaging to drive effectiveness.

A successful entry in this category would demonstrate the following:

- The role of data in helping you achieve your business goals
- How the innovative use of data (beyond conventional research and syndicated data sources) helped you change the paradigm of identifying, segmenting, targeting or converting customers in your category
- A seamless connect between data-driven insights and creative solutions
- A clear and measurable impact that data-driven marketing had on your brand's performance (either through greater efficiency or growth, or both)

42. The Internal Marketing Award : Today, the marketing of a brand starts from within the organization. This award would recognise efforts taken by organizations and brands to market their idea internally first, converting their employees into thousands of brand ambassadors. Campaigns that unveil new products innovatively for internal audiences, campaigns that create new energy within the team etc. would qualify for this award
What this does for us (Effie): In addition to the marketing leadership of the client organisation, this award also puts us on the radar of HR, Sales etc. and creates a new stream of engagement with clients.

43. The Disruptive Differentiators Award : A lot of categories tend to operate within a framework of benefits and ideas. And often enough, some brand takes a radically different path and arrives at a completely fresh idea that changes the paradigms of the category. Can we recognise and reward such brands for their disruptive take on the category?
What this does for us (Effie): It puts the Effie on the forefront of rewarding work that goes away from 'formulas' and breaks stereotypes in a category effectively.

44. Small Budgets :

- Small Budgets – Products
- Small Budgets – Services

Cases eligible for this category must represent the only communications efforts for this brand (brand defined as listed in the "brand" question of the Effie entry form) during the time period that the effort entered ran.

To be eligible, an entry may not be for a line extension. Effie defines line extension as: a variation of an existing product with the same brand name and same category but with a new characteristic, a derivative of the product or service that offers modified features without significantly changing price; a product bearing the same name and offering a varied option (e.g. new flavor, diet version, etc.).

Value of donated and non-traditional media as well as activation costs must be included. When completing your entry, be sure to select the appropriate category: "Small Budgets – Products" or "Small Budgets – Services".

Budget eligibility is as follows:

- Local Efforts: Rs.10 Lakhs or less
- Regional Efforts: Rs.20 Lakhs or less
- National Efforts: Rs.50 Lakhs or less

NEW FOR 2020 :

ENTERING MULTIPLE CATEGORIES - 4 CATEGORIES

Entrants can enter one campaign at the most in 4 different categories:

- **Either one product/service category and 3 other specialty categories.**

- **4 specialty categories.**

Special Recognitions

- **Effie India's Agency of the Year** : This award goes to an agency who achieves the highest aggregate score, using the Computation of Points system outlined below. Finalists and winners across all categories
- **Effie India's Client of the Year** : This award goes to a client who achieves the highest aggregate score, using the Computation of Points system outlined below. Finalists and winners across all categories

COMPUTATION OF POINTS (for Effie India's Agency of the Year and Client of the Year recognitions):

Points will be allocated on the basis of Gold, Silver, Bronze or Finalist. The allocation of points is outlined according to Effie Worldwide standards.

Lead agencies and clients:

- Gold : 8 points
- Silver : 6 points
- Bronze : 4 points
- Finalist : 2 points
- GRAND Effie : 12 points

Contributing agencies:

- Gold : 4 points
- Silver : 3 points
- Bronze : 2 points
- Finalist : 1 point
- GRAND Effie : 6 points

NOTE: The points obtained for winning a GRAND Effie will be included in computation of the Effie India's Agency of the Year and Effie India's Client of the Year. A Grand Effie goes to an entry that is also a Gold winner in a particular category, hence the marks will be allocated only once i.e. for the Grand Effie and not for the Gold and even on the awards day only one trophy, i.e. Grand Effie, will be presented. The marks for a Grand Effie are 12 points for the Lead Agencies and Clients and 6 points for the Contributing Agencies.

Cases who move on to Round 2 judging are considered the short list. Cases who were shortlisted but do not move on to receive an award (i.e. Grand Effie, gold, silver, bronze) are considered Finalists.

SHIPPING INSTRUCTIONS

Ship the required materials to : The Advertising Club

504, Radhe Vallabh Society, Old Modi Chambers, French Bridge Corner,
Opera House, Mumbai 400004.

For any further assistance please contact : Smita or Trupti

Phone: +91 22 23810213, +91 22 23813034, +91 22 23894091

E-mail: adclub@theadclub.in **twitter :** @TheAdClub_India

Website: www.theadvertisingclub.net **facebook :** / TheAdvertisingClub

ENTRY FEE

The entry fee is **Rs.27,140/- (Entry Fee inclusive of 18% GST)** per campaign. A single ad released over a period of time could constitute a campaign. This fee will be applicable if the entry is submitted up to **Friday, 1st November, 2019.**

Mode of Payment : Entrants may make online payment (NEFT / RTGS, Mobile Banking) or Payment Gateway System or a consolidated payment by cheque, DD. The entries submitted through cheque / DD should be in favour of "THE ADVERTISING CLUB BOMBAY". Outstation cheques will not be accepted. DD preferred. Please mention the entrant name behind the Demand Draft. In the event of NEFT/RTGS/Mobile Banking it is compulsory to send the copy of the Payment Advise or UTR NO. along with system generated invoice copy. There will be no refunds for any reason.

NEFT/RTGS DETAILS

Beneficiary Name of Vendor in Bank :	THE ADVERTISING CLUB BOMBAY
Beneficiary Bank Name :	STANDARD CHARTERED BANK
Account Type :	SAVINGS ACCOUNT
Beneficiary Bank Address :	SHREE PANT BHUVAN, SANDHURST BRIDGE, CHOWPATTY, MUMBAI-400007
Beneficiary Bank Account No :	22410024488
IFSC Code :	SCBL0036047
MICR Code :	400036004

Exclusively for Technical support only, please email to support@effieindia.com
For Process related support, please email to smita@theadclub.in, trupti@theadclub.in
For Accounting / Invoicing support, please email to mathew@theadclub.in, neehar@theadclub.in

DEADLINE

- **Deadline 1 – The entry fees : from Saturday, 2nd November, 2019 to Tuesday, 5th November, 2019 will be Rs.31,211/- (inclusive of 18% GST)**
- **Deadline 2 –The entry fees : Wednesday, 6th November, 2019 to Friday, 8th November, 2019 will be Rs.32,568/- (inclusive of 18% GST)**

Entries will not be accepted if not accompanied with full payment or if incomplete in any way. Information in the Entry Form will remain confidential. Creative Material becomes the property of effie India and Effie Worldwide and will not be returned. The effie India and Effie Worldwide reserve the right to make copies of selected creative material for education and publicity purposes.

The Trophies – Gold, Silver, Bronze or Grand – will be announced at the Effie Awards Gala. Special Gold, Silver and Bronze Trophies for the winning campaigns will be awarded to the Client as well. Awards may not be given in all categories.

The Effie Awards Gala Ceremony will be held on Friday, 10th January, 2020 at 6.30 p.m. at the Seaside Lawns, Hotel Taj Lands End, Bandra, Mumbai.

THE Effie 2020 DATE SCHEDULE (as of date & subject to change)

1	Last Date to receive entries	Friday	01.11.2019
2	First Extension for receiving the entries Late Fee	Tuesday	05.11.2019
3	Second Extension for receiving the entries Late Fee	Friday	08.11.2019
4	Judging - ROUND I - DELHI (DAY1)	Tuesday	19.11.2019
5	Judging - ROUND I - DELHI (DAY2)	Wednesday	20.11.2019
6	Judging - FINAL ROUND - DELHI	Friday	22.11.2019
7	Judging - ROUND I - BANGALORE	Monday	25.11.2019
8	Judging - SPECIALIST CATEGORY ONLY - MUMBAI	Monday	02.12.2019
9	Judging - ROUND I - MUMBAI (DAY1)	Tuesday	03.12.2019
10	Judging - ROUND I - MUMBAI (DAY2)	Wednesday	04.12.2019
11	Judging - FINAL ROUND - MUMBAI	Tuesday	17.12.2019
12	Awards Ceremony	Friday	10.01.2020