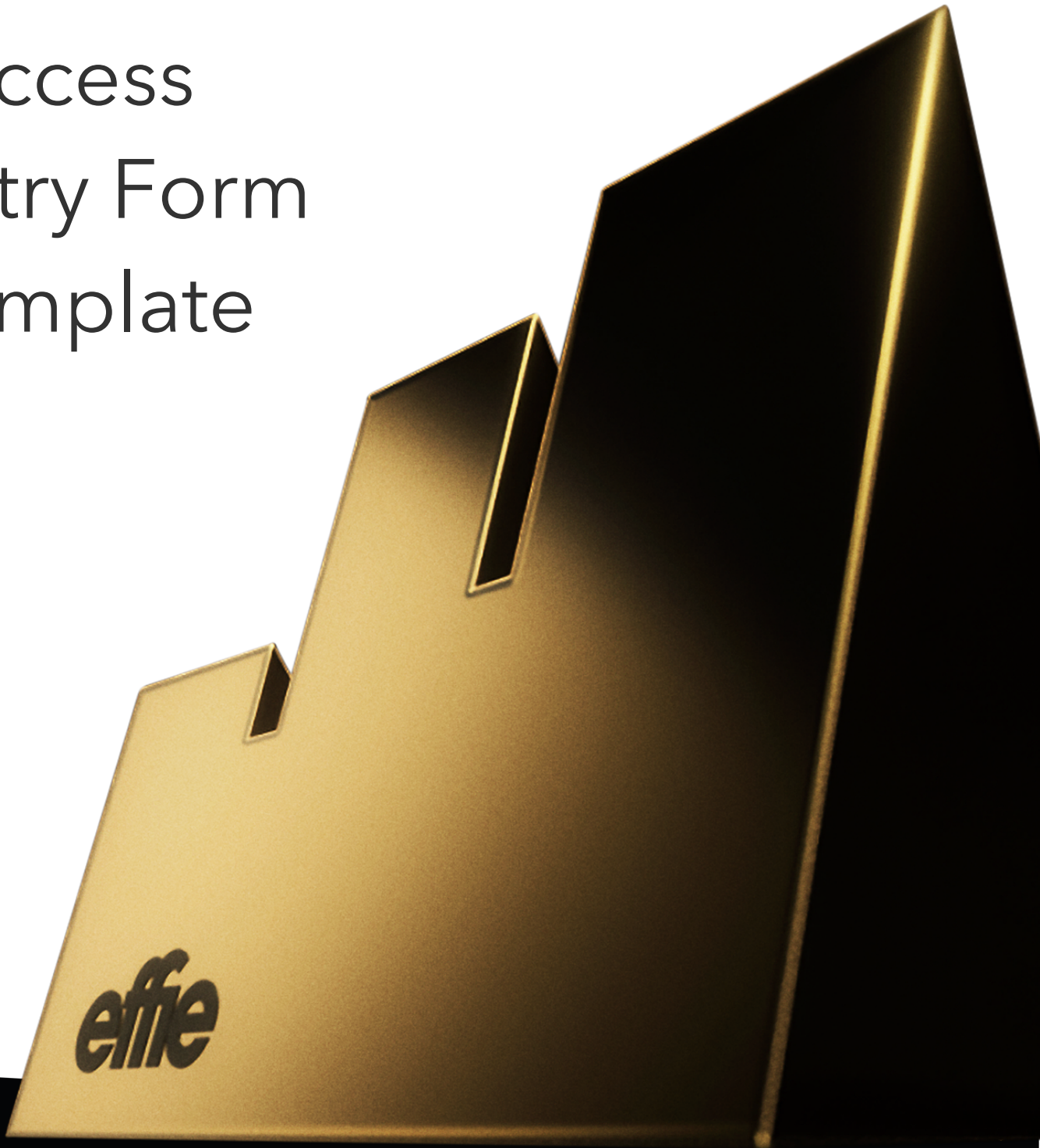# effieAwards
India

2024 Sustained Success Entry Form Template

Effie Worldwide is on a mission to set a new standard of excellence in marketing. We champion effectiveness through smart leadership, inspiring insights and the largest marketing effectiveness awards in the world.

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

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

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

HOW TO ENTER

This document will help you collaborate with your team as you prepare your entry. It mirrors our online entry form, providing you with all the questions as they appear in the **entry portal**. In the portal some questions have drop down lists for you to choose from - this template lists all options so that you can prepare in advance.

We've updated the wordcount for a few responses to help you better tell your story.

Responses will need to be copied into the entry portal to submit your entry. Please give yourself enough time to transfer over responses to the portal in advance of your intended entry deadline.

The below checklist will guide you through your information gathering process:

SEEN BY JUDGES	**ADDITIONAL REQUIREMENTS**
	This will enable us to champion you and your work
Written Entry Form (Entry Details/Executive Summary, Effie's Marketing Effectiveness Framework (Sections 1-4), Investment Overview)	Case Background
	Company & Individual Credits
	Publicity Materials
Creative Examples (Creative Reel, Images). Review requirements in the **Entry Kit.**	Permissions, Authorization & Verification of Entry

Questions?

As you prepare your entry, you are encouraged to take advantage of all **entry materials & resources**, including the Entry Kit, which includes all detailed rules and regulations, the Effective Entry Guide, which provides tips from past judges, and Case Study Examples, featuring past Effie

winners. If you submitted work into last year's competition, you may also consider ordering an Insight Guide, which provides feedback from the judges who scored your case. If you need more information, please contact us via **email**, we'll be happy to help.

Requirements

Eligibility
Sustained Success Requirement: Entrants must include work and results from the **initial year,** at least one **interim year**, and the **current competition eligibility time period** (the current competition eligibility time period is **1st July, 2023 to 30th June, 2024 (12 Months)** If presenting more than three years of success, provide results here for the full spectrum of years presented in the case and the creative examples.

Results that fall after the end of the eligibility period that are directly tied to the work that ran in the eligibility timing are fine to submit. No work after the cut-off to the eligibility period can be submitted. Review all eligibility rules in the **Entry Kit**.

Agency Blind
Do not include agency names in the written case, creative examples (including file names), or sources.

Charts & Graphs
Entrants are encouraged to display data via charts & graphs within the limits allotted in each question. To insert charts & graphs in your responses in the **entry portal**, save each chart/graph individually as a .jpg image (700-900 pixels wide or tall recommended).

External Websites
Do not direct judges to visit external websites. Judges can only review the content provided in your written entry and creative examples.

Sources
All data included in the entry form must reference a specific, verifiable source.

Top Tips from The Jury

Be clear, concise, compelling & honest.

Judges evaluate 6-10 cases in a session – shorter, well-written entries stand out.

Context is key
Judges typically do not work in your category & may not know your brand. Provide judges with the context to understand the degree of difficulty for your challenge & the significance of your results. Limit industry jargon & define all terms.

Speak to the entry category
Judges evaluate work on effectiveness in the context of the entered category. Be sure your stated goal & results align.

Tell a story
Write your entry with your audience, Effie Judges, in mind. Judges are looking for an engaging, clear story that links each section of the form together. Judges will be evaluating your work with a critical eye – address questions you think they will have.

Review
Ask colleagues who do not work on the brand to review the entry. Ask what questions they have – what was unclear? Where did the case fall flat? Ask a strong proofreader to review the entry.

View additional tips from the Jury in the **Effective Entry Guide.**

Entry Details

EFFIE ENTRY CATEGORY Review category definitions **here**. *If entering multiple categories, keep category restrictions in mind.*	SUSTAINED SUCCESS Choose one of the following sub-categories: • Products • Services • Non-Profit • Commerce & Shopper
BRAND NAME *List the specific brand name here (not the parent company name)*	
ENTRY TITLE *Your Entry Title should be a short case name. The Entry Title will be used in publicity materials if the case is a winner or finalist.*	

DATES EFFORT RAN *List the start/end dates of the effort, even if it goes beyond the Effie eligibility period. Efforts that are ongoing should leave the end date blank in the entry portal.*	MM/DD/YY – MM/DD/YY
REGIONAL CLASSIFICATION *Select all that apply. Please note, that if your effort is Multinational, your entry must be isolated to* [India](#)	Drop down on portal as follows: Local / Regional / National / Multinational / Non-English
INDUSTRY SECTOR *Classify your brand by one of the available industry sectors.*	Drop down list on portal as follows: Alcoholic Beverages / Automotive / Beauty & Fragrance / Business & Office Supplies / Cannabis (Recreational) / Delivery Services / Education, Training & Jobs / Electronic Games / Electronics / Entertainment, News, Sports & The Arts / Fashion, Accessories & Jewelry / Financial Services & Banking / Food & Beverages (Non-Alcoholic) / Government & Public Services / Health & Wellness / Health Care / Home Furnishings & Appliances / Household Supplies / Industrial, Building & Agricultural / Insurance / Internet & Telecom / Lifestyle, Lifestage, Social Platforms & Services / Non-Profit / Personal Care / Pet Care / Pharmaceuticals / Professional Services / Restaurants & Foodservice / Retail Stores & Online Marketplaces / Software Services & Platforms / Tobacco / Toys, Games, Sporting Goods & Hobbies / Transportation / Travel & Tourism / Other
INDUSTRY/CATEGORY SITUATION *Select one.*	Drop down list to choose from: Growing / Flat / In Decline

Executive Summary

Give the judges an understanding of the case they are about to read by providing a brief summary for each of the items below. A one-sentence summary is recommended for each line.

(Maximum per line: 20 words.)	
The Challenge:	
The Insight:	
The Strategic Idea/Build:	
Bringing the Strategy & Idea to Life:	
The Results:	

Why is this entry an outstanding example of effective marketing in this Effie entry category? Summarize your case by focusing on how your results related directly back to your challenge and objectives. When entering multiple categories, it is important to customize your response for each category. If judges have questions about your eligibility in this category, they will refer to this response.
(Maximum: 100 words)

Section 1: Challenge, Context & Objectives
23.3% of Total Score

This section covers your strategic business context for your marketing activity, alongside your key business challenge and objectives.

Please provide the necessary context on your industry category, competitors, and brand so the judges, including those unfamiliar with your brand/category, can evaluate your entry. Outline why your business challenge was the right opportunity to grow and the degree of ambition represented by your objectives.

Throughout the Sustained Success entry form, answer all questions for the initial year and describe how/why change occurred over time.

1A. Before your effort began, what was the state of the brand's business and the overall category in which it competes? What was the strategic challenge that stemmed from this business situation? Provide context on the degree of difficulty of this challenge.

(Maximum: 425 words; 3 charts/visuals)

Provide answer.

1B. What were the Business, Marketing and Campaign/Activity objectives that you set to address your challenge? What were the Key Performance Indicators (KPIs) set against each objective? Provide specific numbers/percentages for each and benchmarks wherever possible.

RESPONSE FORMAT

List each objective individually. We have allowed for one key business objective (required) and up to 3 Marketing (Customer) and Activity (Comms.) objectives (1 required, 3 maximum for both types). If you had fewer marketing and activity objectives, that is fine, please leave the fields blank. For each objective, provide brief context for why you chose it, state the KPIs and benchmarks.

BUSINESS OBJECTIVE	
(Required)	
Objective – Overview & KPI *(Maximum: 30 words)*	
Rationale – Why the objective was selected & what is the benchmark? *(Maximum: 75 words; 3 charts/visuals)*	
Measurement – How did you plan to measure it? *(Maximum: 30 words)*	
Tagging – What keywords best describe your objective type? *(1 Required, No Maximum)*	Select from the following list in the portal: • Brand or business transformation • Category growth • Environmental/social impact (e.g. sustainability/purpose/diversity/CSR) • Geographic expansion • New brand or product/service launch • Profitability (growth/maintenance/easing decline) • Revenue (growth/maintenance/easing decline/value share) • Volume (growth/maintenance/easing decline/volume share) • Other (add your own)
MARKETING OBJECTIVE 1	
(Required)	
Objective – Overview & KPI *(Maximum: 30 words)*	

Rationale – Why the objective was selected & what is the benchmark? *(Maximum: 75 words; 3 charts/visuals)*	
Measurement – How did you plan to measure it? *(Maximum: 30 words)*	
Tagging – What keywords best describe your objective type? *(1 Required, No Maximum)*	Select from the following list in the portal: • Advocacy/recommendation • Changes in specific brand attributes • Consideration • Conversion • Cultural Relevance • Frequency • Lead generation • Penetration/acquisition • Renewal/retention/life time value • Salience/awareness • Weight/value of purchase • Other (add your own)

MARKETING OBJECTIVE 2
(Optional)

Objective – Overview & KPI *(Maximum: 30 words)*	
Rationale – Why the objective was selected & what is the benchmark? *(Maximum: 75 words; 3 charts/visuals)*	
Measurement – How did you plan to measure it? *(Maximum: 30 words)*	
Tagging – What keywords best describe your objective type? *(1 Required, No Maximum)*	Select from the following list in the portal: • Advocacy/recommendation • Changes in specific brand attributes • Consideration • Conversion • Cultural Relevance • Frequency • Lead generation • Penetration/acquisition • Renewal/retention/life time value

	• Salience/awareness • Weight/value of purchase • Other (add your own)

MARKETING OBJECTIVE 3
(Optional)

Objective – Overview & KPI *(Maximum: 30 words)*	
Rationale – Why the objective was selected & what is the benchmark? *(Maximum: 75 words; 3 charts/visuals)*	
Measurement – How did you plan to measure it? *(Maximum: 30 words)*	
Tagging – What keywords best describe your objective type? *(1 Required, No Maximum)*	Select from the following list in the portal: • Advocacy/recommendation • Changes in specific brand attributes • Consideration • Conversion • Cultural Relevance • Frequency • Lead generation • Penetration/acquisition • Renewal/retention/life time value • Salience/awareness • Weight/value of purchase • Other (add your own)

ACTIVITY OBJECTIVE 1
(Required)

Objective – Overview & KPI *(Maximum: 30 words)*	
Rationale – Why the objective was selected & what is the benchmark? *(Maximum: 75 words; 3 charts/visuals)*	
Measurement – How did you plan to measure it? *(Maximum: 30 words)*	

Tagging – What keywords best describe your objective type? *(1 Required, No Maximum)*	Select from the following list in the portal: • Advocacy/recommendation • Efficiency (e.g. cost per acquisition) • Popularity/fame/social discourse • Positive sentiment/emotional resonance • Reach (e.g. open rate, shares, views, attendance) • Recall (brand/ad/activity) • Other (add your own)
ACTIVITY OBJECTIVE 2 *(Optional)*	
Objective – Overview & KPI *(Maximum: 30 words)*	
Rationale – Why the objective was selected & what is the benchmark? *(Maximum: 75 words; 3 charts/visuals)*	
Measurement – How did you plan to measure it? *(Maximum: 30 words)*	
Tagging – What keywords best describe your objective type? *(1 Required, No Maximum)*	Select from the following list in the portal: • Advocacy/recommendation • Efficiency (e.g. cost per acquisition) • Popularity/fame/social discourse • Positive sentiment/emotional resonance • Reach (e.g. open rate, shares, views, attendance) • Recall (brand/ad/activity) • Other (add your own)

ACTIVITY OBJECTIVE 3 *(Optional)*	
Objective – Overview & KPI *(Maximum: 30 words)*	
Rationale – Why the objective was selected & what is the benchmark? *(Maximum: 75 words; 3 charts/visuals)*	

Measurement – How did you plan to measure it? *(Maximum: 30 words)*	
Tagging – What keywords best describe your objective type? *(1 Required, No Maximum)*	Select from the following list in the portal: • Advocacy/recommendation • Efficiency (e.g. cost per acquisition) • Popularity/fame/social discourse • Positive sentiment/emotional resonance • Reach (e.g. open rate, shares, views, attendance) • Recall (brand/ad/activity) • Other (add your own)

DATA SOURCES: SECTION 1

You must provide a source for all data and facts presented anywhere in the entry form. The below field may only be used to list sources of data provided in your responses above. Entrants may not include any additional context or information in the below field.

Recommended Format: Use footnotes in your responses above and list each source numerically below. We recommend each source include the following information: Source of Data/Research, Type of Data/Research, Dates Covered. **Do not include agency names in your sources. See the Entry Kit** for more information.

Provide sources of data included in your responses to Section 1.

Section 2: Insights & Strategy
23.3% of total score

This section covers the key building blocks of your strategy.

Explain to the judges why you chose the audience you did. Outline your key insight(s) and how they led to the strategic idea or build that addressed the business challenge the brand was facing.

Throughout the Sustained Success entry form, answer all questions for the initial year and describe how/why change occurred over time.

2A. Define the target audience(s) you were trying to reach and explain why it was/they were relevant to the brand and the challenge.

Describe your audience(s) using demographics, culture, media behaviors, etc. Explain if your target was a current audience, a new audience, or both. What perceptions or behaviors are you trying to affect or change?

Commerce & Shopper Cases: Be sure to highlight the shopper's motivations, mindset, behaviors, and shopper occasion.

(Maximum: 300 words; 3 charts/visuals)

Provide answer.

2B. Explain the thinking that led you to your insight(s). **Clearly state your insight(s) here**. Clarify how the insight(s) were directly tied to your brand, your audience's behaviors and attitudes, your research and/or business situation. How would this unique insight(s) lead to the brand's success and how did it inform your strategic idea.

(Maximum: 300 words; 3 charts/visuals)

Provide answer.

2C. What was the core idea or strategic build you arrived at using your insight(s) that enabled you to pivot from challenge to solution for your brand and customer?

(Maximum: 200 words)

Provide answer.

DATA SOURCES: SECTION 2
You must provide a source for all data and facts presented anywhere in the entry form. The below field may only be used to list sources of data provided in your responses above, do not include any other information.

Provide sources of data included in your responses to Section 2.

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

This section relates to how you **translated your core strategic idea into a compelling creative** platform and channel plan i.e. how and where you brought your strategy to life. And how you tested for ongoing optimization.

Help the judges evaluate your entry by demonstrating how you created work that targeted and motivated customers effectively. Outline how your creative and channels plans worked together to drive results.

Throughout the Sustained Success entry form, answer all questions for the initial year and describe how/why change occurred over time.

3A. Describe the key elements of your plan that activated your strategy. Outline any components that were active in the effort e.g. all integral communications, promotions, CRM program, customer experience, pricing changes, etc. that were a part of your effort

(Maximum: 300 words; 3 charts/visuals)

Provide answer.

3B. Outline the key building blocks of the creative executions for your main marketing vehicles e.g., endline, call-to-actions and format choices. If relevant, include any important changes that optimized the creative while the activity was running.

(Maximum: 300 words; 3 charts/visuals)

Provide answer.

3C. Outline the rationale behind your communications strategy, experience strategy and channel plan. Explain how the integral elements worked together to drive results. If relevant, explain how you changed your spend across channels as part of your campaign optimization.

(Maximum: 500 words; 3 charts/visuals)

Provide answer.

KEY VISUAL
You have the option to upload a single image to accompany your explanation in this section to show how you brought your strategy and idea to life. It may be a media plan, a marketing mix visual, a flowchart, a calendar, a storyboard, etc. The image must be jpg/jpeg/png. You do not need to upload a copy of any of your creative images for judging here, as judges will view those on the creative examples tab.

Section 4: Results
30% of total score

This section relates to your results. Here you need to be able to demonstrate the impact your effort has had on your business/brand/cause objectives - attributable to the activity and its elements and taking into account other factors. You will need to provide a result corresponding to each objective listed in your response to question 1B.

Throughout the Sustained Success entry form, answer all questions for the initial year and describe how/why change occurred over time.

4A. Over the time period of your case, how do you know it worked? Explain, with <u>category, competitor and/or prior year context</u>, why these results are significant for the brand's business.

Results must relate back to your specific audience, objectives, and KPIs.

RESPONSE FORMAT

You have up to 400 words and 5 charts/visuals to set up your results. Then, for each objective provided in Question 1B, you are required to provide a corresponding result.

ELIGIBILITY REMINDERS

- Provide a clear time frame for all data shown – either within your response or via the sources box.
- All results must be isolated to India
- Work must have run in the eligibility window of **1ˢᵗ July, 2023 to 30ᵗʰ June, 2024 (12 Months).**
- **Sustained Success Requirement:** Entrants must include work and results from the **initial year,** at least one **interim year**, and the **current competition eligibility time period** (the current competition eligibility time period is **1ˢᵗ July, 2023 to 30ᵗʰ June, 2024 (12**

Months). If presenting more than three years of success, provide results here for the full spectrum of years presented in the case and the creative examples.

- Results after June, 2024 that are directly related to work that ran in the eligibility window can be included.
- All results must correspond to a data source.

You may use this space to set up your results section (Maximum 400 words, 5 charts/visuals).

Business Objective Results

(Required – Corresponds to your Business Objective listed in 1B)

Business Objective from Question 1B	The entry portal will list your Business Objective from Question 1B here automatically
List Result *(Maximum: 30 words)*	
Context (Maximum: 150 words; 3 charts/visuals)	

Marketing Objective #1 Results

(Required - Corresponds to Marketing Objective #1 listed in 1B)

Marketing Objective #1 from Question 1B	The entry portal will list Marketing Objective #1 from Question 1B here automatically
List Result *(Maximum: 30 words)*	
Context *(Maximum: 150 words; 3 charts/visuals)*	

Marketing Objective #2 Results

(Required if Marketing Objective #2 was provided in1B)

Marketing Objective #2 from Question 1B	The entry portal will list Marketing Objective #2 from Question 1B here automatically
List Result *(Maximum: 30 words)*	
Context *(Maximum: 150 words; 3 charts/visuals)*	

Marketing Objective #3 Results	
(Required if Marketing Objective #3 was provided in 1B)	
Marketing Objective #3 from Question 1B	The entry portal will list Marketing Objective #3 from Question 1B here automatically
List Result *(Maximum: 30 words)*	
Context *(Maximum: 150 words; 3 charts/visuals)*	

Activity Objective #1 Results	
(Required - Corresponds to Campaign/Activity Objective #1 listed in 1B)	
Activity Objective #1 from Question 1B	The entry portal will list Activity Objective #1 from Question 1B here automatically
List Result *(Maximum: 30 words)*	
Context *(Maximum: 150 words; 3 charts/visuals)*	

Activity Objective #2 Results	
(Required if Campaign/Activity Objective #2 was provided in 1B)	
Activity Objective #2 from Question 1B	The entry portal will list Activity Objective #2 from Question 1B here automatically
List Result *(Maximum: 30 words)*	
Context *(Maximum: 150 words; 3 charts/visuals)*	

Activity Objective #3 Results	
(Required if Campaign/Activity Objective #3 was provided in 1B)	
Activity Objective #3 from Question 1B	The entry portal will list Activity Objective #3 from Question 1B here automatically

List Result *(Maximum: 30 words)*	
Context *(Maximum: 150 words; 3 charts/visuals)*	

You may use the below space to provide additional results achieved that you did not have an initial objective for. This space may only be used for additional results beyond those that align with your listed objectives. It is not required to provide additional results & you may leave this field blank.

(Maximum: 250 words; 3 charts/visuals)

List additional results here.

4B. Marketing rarely works in isolation. Outside of your effort, what else in the marketplace could have affected the results of this case – positive or negative?
Select factors from the chart and explain the influence (or lack of influence) of these factors in the space provided. We recognize that attribution can be difficult; however, we're inviting you to provide the broader picture here in making the case for your effectiveness.

(Maximum: 200 words; 3 charts/visuals)

Business Events *(e.g. changes in supply chain, government regulations)*	Societal or Economic Events *(e.g. changes in economic, political, social factors)*
Internal Company Events *(e.g. change in ownership, internal dynamics, etc.)*	Public Relations
Natural Events (e.g. weather, natural phenomenon, etc.)	Other _____
Other marketing for the brand, running at the same time as this effort	

Provide answer.

DATA SOURCES: SECTION 4
You must provide a source for all data and facts presented anywhere in the entry form. The below field may only be used to list sources of data provided in your responses above. Entrants may not include any additional context or information in the below field.

Provide sources of data included in your responses to Section 4.

Investment Overview

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

The Investment Overview, like the rest of the entry form, is completed in the Entry Portal. The questions below are visuals of all the drop-down box options to share with your team to gather data.

Paid Media Expenditures

Select paid media expenditures (purchased and donated), not including agency fees or production costs, for the effort described in this entry. If there were no paid media expenditures, please select Under Rs.25 Lakhs thousand and elaborate below. If the case did not run the year prior, select not applicable and provide context in the elaboration area below.

You must provide the budget for A) the **initial year,** B) at least **one interim year**, and C) the **current competition time period 1st July, 2023 to 30th June, 2024 (12 Months).** Indicate the percent change for your budget for each year represented compared to the prior year. (e.g. 2% increase, same, etc.) If not known or not applicable, indicate this.

Current Year/Time Period: 1st July, 2023 to 30th June, 2024 (12 Months).	Campaign Period: Prior Year
□ Under Rs.25 lakhs	□ Under Rs.25 lakhs
□ Rs.25 lakhs to Rs.1 crore	□ Rs.25 lakhs to Rs.1 crore
□ Rs.1 crore to Rs.2.5 crores	□ Rs.1 crore to Rs.2.5 crores
□ Rs.2.5 crores to Rs.5 crores	□ Rs.2.5 crores to Rs.5 crores

☐ Rs.5 crores to Rs.10 crores	☐ Rs.5 crores to Rs.10 crores
☐ Over Rs.10 crores	☐ Over Rs.10 crores
	Not Applicable

Example Year: *Year #2* *2019*	**INITIAL YEAR/TIME PERIOD** [Insert Year/Time Period Here]	**AT LEAST ONE INTERIM YEAR/TIME PERIOD** [Insert Year/Time Period Here]	**CURRENT COMPETITION TIME PERIOD** **1st July, 2023 to 30th June, 2024 (12 Months).**
PAID MEDIA EXPENDITURES *Example: insert range **in crores from above***			
PERCENT CHANGE FROM PREVIOUS YEAR *Example: Approx. 5% increase*			

Compared to other competitors in this category, this budget is:	Less
	About the Same
	More
	Not Applicable (Elaboration Required)

Compared to prior year spend on the brand overall, the brand's overall budget this year is:	Less
	About the Same
	More
	Not Applicable (Elaboration Required)

Media Budget Elaboration

Provide judges with the context to understand your budget.
What was the balance of paid (purchased &donated), earned, owned and shared media? What was your distribution strategy? Did you outperform your media buy?

In addition to providing context around your budget, if you selected Not Applicable to either of the previous two questions, explain why you selected Not Applicable.

(Maximum: 150 words)

Provide answer.

Production & Other Non-Media Expenditures

Select a budget range for the key assets you developed to bring your idea to life. This should include hard pre and post productions costs, talent (influencer or celebrity fees) and any activation costs.

(Maximum: 100 words)

Under Rs.50 lakhs	Rs. 20 – 40 crores
Rs. 50 lakhs to Rs.1 crore	Rs. 40 – 60 crores
Rs. 1 crore – 2 crores	Rs. 60 crores and over
Rs. 2 crores – 5 crores	Not Applicable
Rs. 5 – 10 crores	Not Available / Unknown
Rs. 10 – 20 crores	

Provide answer.

Owned Media

Was Owned Media a part of your effort? (Yes/No)

Elaborate on owned media (digital or physical company-owned real estate), that acted as communication channels for case content.

(Maximum: 100 words)

Provide answer.

Sponsorship and Media Partnerships

Select the types of sponsorships /media partnerships used in your case. Choose all that apply.

Then, provide additional context regarding these sponsorships and media partnerships, including timing.

(Maximum: 100 words)

Product Placement – Occasional	Product Placement – Ongoing	Sponsorship – On Site	Sponsorship – Live Activation

Sponsorship – Talent or Influencer	Unique Opportunity	Not Applicable	

Provide elaboration.

Data Sources: Investment Overview
You must provide a source for all data and facts presented anywhere in the entry form. The below field may only be used to list sources of data provided in your responses above. Entrants may not include any additional context or information in the below field.
Provide sources of data included in your responses in the Investment Overview.

All Touchpoints as Part of Your Effort
Indicate below all communication touchpoints used in this case and the % of the total budget that was used for each touchpoint, which should equal 100% for each year.

You must provide information for A) the initial year, B) 1 interim year, and C), the current competition time period **1st July, 2023 to 30th June, 2024 (12 Months).** Within your response to Question 3, explain which touchpoints from the below list were integral to reaching your audience and why.

On the creative reel, you must show at least one complete example of each touchpoint that was integral to the effort's success. For example, if you mark 10 boxes below and 8 were key to the driving results and explained as integral in Question 3, those 8 must be featured on the reel. |

	INITIAL YEAR/TIME PERIOD [Insert Year/Time Period Here]	INTERIM YEAR/TIME PERIOD [Insert Year/Time Period Here]	CURRENT COMPETITION YEAR/TIME PERIOD **1st July, 2023 to 30th June, 2024 (12 Months).**
Branded Content – Editorial			
Branded Content – Product Placement			
Cinema			
Contests			

Digital Mktg. – Affiliate			
Digital Mktg. – Audio Ads			
Digital Mktg. – Content Promotion			
Digital Mktg. – Display Ads			
Digital Mktg. – Email/Chatbots/Text/Messaging			
Digital Mktg. – Gaming			
Digital Mktg. – Influencers			
Digital Mktg. – Location based			
Digital Mktg. – Long Video (3+ min.)			
Digital Mktg. – Marketplace Ads			
Digital Mktg. – Mobile			
Digital Mktg. – Product Placement			
Digital Mktg. – Programmatic Display Ads			
Digital Mktg. - Programmatic Video Ads			
Digital Mktg. - SEM			
Digital Mktg. - SEO			
Digital Mktg. – Short Video (:15-3 min.)			
Digital Mktg. – Social Organic			
Digital Mktg. – Social Paid			
Digital Mktg. – Video Ads			
Direct Mail			
Events			
Health Offices / Point of Care			
Interactive / Website / Apps			
Internal/In-Office Marketing			
Loyalty Programs			

OOH – Billboards			
OOH – Other Outdoor			
OOH - Transportation			
Packaging & Product Design			
Print – Custom Publication			
Print - Magazine			
Print - Newspaper			
Public Relations			
Radio			
Retail Experience: Digital			
Retail Experience: In Store			
Sales Promotion, Couponing & Distribution			
Sampling/Trial			
Influencer/Key Opinion Leader			
Sponsorships – Entertainment			
Sponsorships – Sports			
Sponsorships – Unique Opportunity			
Street Mktg.			
Trade Shows, Trade Communications, Professional Engagement			
TV			
User Generated Content & Reviews			
Other:			

Main Touchpoints	
From the list outlined above, select the three most integral touchpoints for your effort. List in order of most integral to least integral.	
MAIN TOUCHPOINT #1 *(Select one of the touchpoints from the chart above.)*	

MAIN TOUCHPOINT #2 *(Select one of the touchpoints from the chart above or Not Applicable.)*	
MAIN TOUCHPOINT #3 *(Select one of the touchpoints from the chart above or Not Applicable.)*	

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

Additional Requirements

Judges will review your written case and creative materials. Review the **Entry Kit** for full guidance on completing your written case and creative materials.

In addition to the written entry form & creative examples, additional data is required in the **entry portal**. These materials support Effie's mission of leading, inspiring & championing the practice and practitioners of marketing effectiveness.

This following pages outline the additional information you will be required to provide in the **entry portal** in order to submit your entry. Teams can use this document to collect information from team members while preparing your entry. Please ensure you provide yourself time to input these datapoints in the **entry portal** in advance of your intended entry deadline.

Case Background

This information is for research and database purposes. These responses are not seen by judges.

PRODUCT/SERVICE TYPE *Select one.*	Tangible Good / Service / Other
PARENT BRAND STATUS *Select one.*	Existing Parent Brand / New Parent Brand / Not Applicable

SUB-BRAND STATUS *Select one.*	Existing Sub-Brand / New Sub-Brand / Not Applicable
NEW / EXISTING PRODUCT/SERVICE *Select one.*	New / Existing
CATEGORY STATUS *Does the product/service create a new category or is it joining an existing category? Select one.*	New Category / Existing Category
PRIMARY END USER *Select one.*	Business Purposes / Consumer Purposes / Not Applicable
CLASSIFICATION *Select one.*	Mainstream / Luxury / Not Applicable
POINT OF PURCHASE *Select the option that best describes how the audience purchased your product or donated to the cause promoted by your marketing effort.*	In-Store Retail Only Online Ecommerce Only Primarily In-Store Retail with some Online Ecommerce Primarily E-Commerce with some In-Store Retail A substantial amount of both In-Store Retail and Ecommerce Other Not Applicable
COMPETITOR SITUATION *Select the option that best describes the competitor situation.*	Dominant Player. One large Competitor that has about 50% market share or more Dominant Player with strong competitors. One or multiple competitors with at least one competitor with about 30% to 50% market share Fragmented. One or multiple competitors each with about 30% market share or less Not Applicable

COMPETITOR BRANDS

Provide the top competitor brands of your case. This helps ensure judges who work on competitor brands are not assigned your case. You may provide up to six competitor brands or list No Competitors.

(1 Required, 6 Maximum)

COMPETITOR 1 *Required.*	
COMPETITOR 2 *Optional.*	
COMPETITOR 3 *Optional.*	
COMPETITOR 4 *Optional.*	
COMPETITOR 5 *Optional.*	
COMPETITOR 6 *Optional.*	

AUDIENCE

Please share insights into your primary audience below.

AUDIENCE GENDER *Select one.*	Female / Male / Transgender or Non-Binary / Not Applicable (We did not target by gender.)
AUDIENCE AGE *Select all that apply.*	Children 12 & Under / Ages 13-17 / Ages 18-24 / Ages 25-34 / Ages 35 – 44 / Ages 45-54 / Ages 55-64 / Ages 65+ / Not Applicable (We did not target by age.)
AUDIENCE TYPE *Select all that apply.*	Cultural or Ethnic Group / Employees / Parents / Not Applicable / Other _____

MEDIA COMPANIES

Please list the top five most integral media companies/owners that were a part of your effort, whether or as a partner or a platform where your work ran. If no media companies were used in this effort, you may leave this question blank.

MEDIA COMPANY 1 *Optional.*	
MEDIA COMPANY 2 *Optional.*	
MEDIA COMPANY 3 *Optional.*	
MEDIA COMPANY 4 *Optional.*	
MEDIA COMPANY 5 *Optional.*	

RESEARCH PARTNERS

Indicate research partners used for this effort. List up to three companies.

RESEARCH PARTNER 1 *Required.*	

RESEARCH PARTNER 2 *Optional.*	
RESEARCH PARTNER 3 *Optional.*	

RESEARCH
Select the most important research done for your case. Then, select all research done for your case.

PRIMARY RESEARCH *Select one.*	Copy Testing / Focus Groups / Neuroscience / Positioning or Concept Testing / Strategic (segmentation, market structure, U&A) / Tracking / Not Applicable / Other
ALL RESEARCH *Select all.*	Copy Testing / Focus Groups / Neuroscience / Positioning or Concept Testing / Strategic (segmentation, market structure, U&A) / Tracking / Not Applicable / Other

ARTIFICIAL INTELLIGENCE (AI)

Did this campaign use artificial intelligence?	Yes / No
Elaborate on how AI was used in the work. This data is for learning purposes and will not be seen by judges. *(Maximum: 100 words)*	

SUSTAINABLE DEVELOPMENT GOALS
Effie has partnered with the PVBLIC Foundation to support the **UN's 2030 Agenda for Sustainable Development** and its **17 Sustainable Development Goals (SDGs)**. Please help us to recognize the achievements of our industry in creating positive change by selecting all Sustainable Development Goals aligned with your effort.

Affordable & Clean Energy	Clean Water & Sanitation	Climate Action	Decent Work & Economic Growth
Gender Equality	Good Health & Well-Being	Industry, Innovation & Infrastructure	Life Below Water
Life on Land	No Poverty	Partnerships for the Goals	Peace, Justice & Strong Institutions
Quality Education	Reduced Inequalities	Responsible Consumption & Production	Sustainable Cities & Communities
Zero Hunger		Not Applicable	

Publicity Materials

All materials provided in this section should be submitted with publication purposes in mind. Do not include any confidential information in the public case summary or statement of effectiveness.

90 WORD PUBLIC CASE SUMMARY
Provide a snapshot of the effectiveness of your case. The summary should be written as though it will be judged. Using at least three complete sentences, summarize the case and its goal. Indicate objectives and how the evidence of results directly relates to those objectives (concrete numbers or percentages vs. general terms like "record sales" or "big success"). Think of the case summary as a long tweet, mini-case, or an elevator speech.

The case summary will be published in the **Case Library.** It may also be used for promotional purposes and should not contain any confidential information.

(Maximum: 90 words)

Provide answer.

STATEMENT OF EFFECTIVENESS
Please provide a short statement on the effectiveness of your case.
The intention of this statement is to provide a better understanding of why your work was worthy of either finalist status or an award. It is an opportunity to showcase the success of your effort. You may choose to touch on your most important result, why the effort was effective or significant to the brand, the most important learning taken away from this case, or an interesting/fun fact about the work.

If your case is a winner, it may be shown on screen at the awards gala or in the promotion of your case if it is a finalist or winner.
Examples:

- Moved familiarity from 24% to 62% with the core gaming audience

- Earned over 600 million media impressions in just 8 weeks
- Brought new users into a declining category and increased social interactions.

(Maximum: 15 words)

Provide answer.

OTHER PUBLICITY MATERIALS CHECKLIST
The following materials will need to be uploaded to the entry portal.

☐ PRIMARY PUBLICITY IMAGE
Upload one high-res image (.jpg/.jpeg) of your creative work that best represents the essence of your case. This is the image Effie will use for publicity purposes.

☐ TEAM PHOTO (OPTIONAL)
Upload team photos of the lead agency and client team(s). You may upload a maximum of one photo per lead agency and client. You may only submit a third or fourth team photo only if you have a second lead agency or client.

Team photos may be featured online and at the Effie Awards Gala. Team photos may be the client/agency together or separate photos for agency and client teams. It is preferred to upload your team photo at time of entry, but if you do not have a team photo available at time of entry, you may leave this field empty. Team photos are not required but strongly encouraged.

*Reminder: Creative Examples Provided for Judging will also be made public for all finalists & winners. These details are outlined in **Judging Materials section** of this template.*

Company Credits

This information is not seen by judges. Effie will publicly celebrate all credited companies & individuals if your case becomes a finalist or winner.

Credits cannot be removed or replaced after the entry is submitted – it is critical that senior leadership reviews credits for accuracy. As confirmation, senior leadership is required to sign off on the Authorization & Verification Form, confirming credits are accurate & compete. ~~Additions will only be accepted if space is available and require a $350 fee after time of entry.~~ No additions/edits will be accepted after October 15, 2024 See the entry kit for full credit information.

All entries submitted from the same agency office location should list the "Agency Name" precisely the same way to ensure your office is recognized as one. Communicate with your corporate/executive team, PR department, and other teams entering into this year's competition from your agency office to ensure you are entering each agency name accurately and consistently.

Lead Agency #1 (Required)

COMPANY NAME	
ADDRESS	
COMPANY TYPE *Select one.*	Agency: Brand Identity Ad or Mar Tech Agency: Business-to-Business Brand / Client Agency: Data / Programmatic Consultancy Agency: Design Educational Institution Agency: Digital / Interactive Media Owner Agency: Direct Marketing Research Company Agency: Experiential / Event Retailer Agency: Full-Service / Creative Startup Agency: Guerilla Other Agency: Health Agency: In-House Agency: Media Agency: Multicultural Agency: Performance Marketing Agency: Production Agency: Promotional Agency: Public Relations Agency: Shopper Marketing / Commerce Agency: Other
COMPANY SIZE *Select one.*	1-50 Employees / 51-200 Employees / 201-500 Employees / 500+ Employees
WEBSITE	
AGENCY NETWORK	
HOLDING COMPANY	

MAIN CONTACT
This contact will be considered a secondary point of contact on this entry should there be any questions/issues, and the entrant contact cannot be reached. This contact will also be sent a congratulatory note if your entry is a finalist/winner, along with key information about celebrating your success.   This name will not be listed publicly.

FULL NAME	
JOB TITLE	

EMAIL ADDRESS	
PHONE NUMBER	

AGENCY PR CONTACT
This contact should be the person who handles PR for your agency. This contact may receive a congratulatory note if your entry is a finalist/winner.   This name will not be listed publicly.

FULL NAME	
JOB TITLE	
EMAIL ADDRESS	
PHONE NUMBER	

CEO / TOP RANKING EXECUTIVE CONTACT
This contact may receive a congratulatory note if your entry is a finalist/winner but will not be added to our mailing lists.   This name will not be listed publicly.

FULL NAME	
JOB TITLE	
EMAIL ADDRESS	
PHONE NUMBER	

LEAD AGENCY #2 (Optional)

COMPANY NAME	
ADDRESS	
COMPANY TYPE *Select one.*	*Agency: Brand Identity* *Ad or Mar Tech* *Agency: Business-to-Business* *Brand / Client* *Agency: Data / Programmatic* *Consultancy* *Agency: Design* *Educational Institution* *Agency: Digital / Interactive* *Media Owner* *Agency: Direct Marketing* *Research Company* *Agency: Experiential / Event* *Retailer* *Agency: Full-Service / Creative* *Startup* *Agency: Guerilla* *Other* *Agency: Health* *Agency: In-House* *Agency: Media* *Agency: Multicultural* *Agency: Performance Marketing* *Agency: Production* *Agency: Promotional* *Agency: Public Relations* *Agency: Shopper Marketing / Commerce* *Agency: Other*

COMPANY SIZE *Select one.*	1-50 Employees / 51-200 Employees / 201-500 Employees / 500+ Employees
WEBSITE	
AGENCY NETWORK	
HOLDING COMPANY	

MAIN CONTACT

This contact will be considered the main point of contact for the second lead agency. This contact will also be sent a congratulatory note if your entry is a finalist/winner, along with key information about celebrating your success. This name will not be listed publicly.

FULL NAME	
JOB TITLE	
EMAIL ADDRESS	
PHONE NUMBER	

AGENCY PR CONTACT

This contact should be the person who handles PR for your agency. This contact may receive a congratulatory note if your entry is a finalist/winner. This name will not be listed publicly.

FULL NAME	
JOB TITLE	
EMAIL ADDRESS	
PHONE NUMBER	

CEO / TOP RANKING EXECUTIVE CONTACT

This contact may receive a congratulatory note if your entry is a finalist/winner but will not be added to our mailing lists. This name will not be listed publicly.

FULL NAME	
JOB TITLE	
EMAIL ADDRESS	
PHONE NUMBER	

Client(s)

Entrants are required to credit **at least one client company**. If there were two clients involved in your effort, credit the second client in the designated space below. Both clients will receive equal recognition in all publicity and in the **Effie Index** if your case is a finalist or winner

Please note that for publicity purposes, both the Brand Name (as entered when creating your entry) and the Client Company (listed below) are recognized. If your brand has an overarching parent company, please input the client company here (vs. the brand).

CLIENT #1 (Required)

COMPANY NAME	
ADDRESS	
COMPANY TYPE *Select one.*	*Agency: Brand Identity* *Ad or Mar Tech* *Agency: Business-to-Business* *Brand / Client* *Agency: Data / Programmatic* *Consultancy* *Agency: Design* *Educational Institution* *Agency: Digital / Interactive* *Media Owner* *Agency: Direct Marketing* *Research Company* *Agency: Experiential / Event* *Retailer* *Agency: Full-Service / Creative* *Startup* *Agency: Guerilla* *Other* *Agency: Health* *Agency: In-House* *Agency: Media* *Agency: Multicultural* *Agency: Performance Marketing* *Agency: Production* *Agency: Promotional* *Agency: Public Relations* *Agency: Shopper Marketing /* *Commerce* *Agency: Other*
COMPANY SIZE *Select one.*	*1-50 Employees / 51-200 Employees / 201-500 Employees / 500+ Employees*
WEBSITE	
CLIENT NETWORK	

MAIN CONTACT
This contact will be considered the main point of contact for the client. This contact will also be sent a congratulatory note if your entry is a finalist/winner, along with key information about celebrating your success. This name will not be listed publicly.

FULL NAME	
JOB TITLE	
EMAIL ADDRESS	
PHONE NUMBER	

CEO / TOP RANKING EXECUTIVE CONTACT
This contact may receive a congratulatory note if your entry is a finalist/winner but will not be added to our mailing lists. This name will not be listed publicly.

FULL NAME	
JOB TITLE	

EMAIL ADDRESS	
PHONE NUMBER	

CLIENT #2 (Optional)

COMPANY NAME	
ADDRESS	

COMPANY TYPE *Select one.*	*Agency: Brand Identity* *Ad or Mar Tech* *Agency: Business-to-Business* *Brand / Client* *Agency: Data / Programmatic* *Consultancy* *Agency: Design* *Educational Institution* *Agency: Digital / Interactive* *Media Owner* *Agency: Direct Marketing* *Research Company* *Agency: Experiential / Event* *Retailer* *Agency: Full-Service / Creative* *Startup* *Agency: Guerilla* *Other* *Agency: Health* *Agency: In-House* *Agency: Media* *Agency: Multicultural* *Agency: Performance Marketing* *Agency: Production* *Agency: Promotional* *Agency: Public Relations* *Agency: Shopper Marketing /* *Commerce* *Agency: Other*
COMPANY SIZE *Select one.*	*1-50 Employees / 51-200 Employees / 201-500 Employees / 500+ Employees*
WEBSITE	
CLIENT NETWORK	

MAIN CONTACT
This contact will be considered the main point of contact for the client. This contact will also be sent a congratulatory note if your entry is a finalist/winner, along with key information about celebrating your success. This name will not be listed publicly.

FULL NAME	
JOB TITLE	
EMAIL ADDRESS	
PHONE NUMBER	

CEO / TOP RANKING EXECUTIVE CONTACT
This contact may receive a congratulatory note if your entry is a finalist/winner but will not be added to our mailing lists. This name will not be listed publicly.

FULL NAME	
JOB TITLE	
EMAIL ADDRESS	
PHONE NUMBER	

Contributing Companies

Entrants are required to credit all key strategic partners on an effort. You may **list up to four contributing companies.**

Contributing Company Main Contacts will be contacted if your entry becomes a winner & will not be listed publicly.

CONTRIBUTING COMPANY #1 (Optional)

COMPANY NAME	
ADDRESS	
COMPANY TYPE *Select one.*	*Agency: Brand Identity* *Ad or Mar Tech* *Agency: Business-to-Business* *Brand / Client* *Agency: Data / Programmatic* *Consultancy* *Agency: Design* *Educational Institution* *Agency: Digital / Interactive* *Media Owner* *Agency: Direct Marketing* *Research Company* *Agency: Experiential / Event* *Retailer* *Agency: Full-Service / Creative* *Startup* *Agency: Guerilla* *Other* *Agency: Health* *Agency: In-House* *Agency: Media* *Agency: Multicultural* *Agency: Performance Marketing* *Agency: Production* *Agency: Promotional* *Agency: Public Relations* *Agency: Shopper Marketing /* *Commerce* *Agency: Other*
COMPANY SIZE *Select one.*	*1-50 Employees / 51-200 Employees / 201-500 Employees / 500+ Employees*
WEBSITE	
CLIENT NETWORK	

MAIN CONTACT

This contact will be considered the main point of contact for the client. This contact will also be sent a congratulatory note if your entry is a finalist/winner, along with key information about celebrating your success. This name will not be listed publicly.

FULL NAME	
JOB TITLE	
EMAIL ADDRESS	
PHONE NUMBER	

CEO / TOP RANKING EXECUTIVE CONTACT

This contact may receive a congratulatory note if your entry is a finalist/winner but will not be added to our mailing lists. This name will not be listed publicly.

FULL NAME	
JOB TITLE	
EMAIL ADDRESS	
PHONE NUMBER	

CONTRIBUTING COMPANY #2 (Optional)

COMPANY NAME	
ADDRESS	
COMPANY TYPE *Select one.*	Agency: Brand Identity / Agency: Business-to-Business / Agency: Data / Programmatic / Agency: Design / Agency: Digital / Interactive / Agency: Direct Marketing / Agency: Experiential / Event / Agency: Full-Service / Creative / Agency: Guerilla / Agency: Health / Agency: In-House / Agency: Media / Agency: Multicultural / Agency: Performance Marketing / Agency: Production / Agency: Promotional / Agency: Public Relations / Agency: Shopper Marketing / Commerce / Agency: Other / Ad or Mar Tech / Brand / Client / Consultancy / Educational Institution / Media Owner / Research Company / Retailer / Startup / Other
COMPANY SIZE *Select one.*	1-50 Employees / 51-200 Employees / 201-500 Employees / 500+ Employees

WEBSITE	
CLIENT NETWORK	

MAIN CONTACT

This contact will be considered the main point of contact for the client. This contact will also be sent a congratulatory note if your entry is a finalist/winner, along with key information about celebrating your success. This name will not be listed publicly.

FULL NAME	
JOB TITLE	
EMAIL ADDRESS	
PHONE NUMBER	

CEO / TOP RANKING EXECUTIVE CONTACT

This contact may receive a congratulatory note if your entry is a finalist/winner but will not be added to our mailing lists. This name will not be listed publicly.

FULL NAME	
JOB TITLE	
EMAIL ADDRESS	
PHONE NUMBER	

CONTRIBUTING COMPANY #3 (Optional)

COMPANY NAME	
ADDRESS	
COMPANY TYPE *Select one.*	*Agency: Brand Identity* *Ad or Mar Tech* *Agency: Business-to-Business* *Brand / Client* *Agency: Data / Programmatic* *Consultancy* *Agency: Design* *Educational Institution* *Agency: Digital / Interactive* *Media Owner* *Agency: Direct Marketing* *Research Company* *Agency: Experiential / Event* *Retailer* *Agency: Full-Service / Creative* *Startup* *Agency: Guerilla* *Other* *Agency: Health* *Agency: In-House* *Agency: Media* *Agency: Multicultural* *Agency: Performance Marketing* *Agency: Production* *Agency: Promotional* *Agency: Public Relations* *Agency: Shopper Marketing / Commerce*

	Agency: Other
COMPANY SIZE *Select one.*	*1-50 Employees / 51-200 Employees / 201-500 Employees / 500+ Employees*
WEBSITE	
CLIENT NETWORK	

MAIN CONTACT

This contact will be considered the main point of contact for the client. This contact will also be sent a congratulatory note if your entry is a finalist/winner, along with key information about celebrating your success. This name will not be listed publicly.

FULL NAME	
JOB TITLE	
EMAIL ADDRESS	
PHONE NUMBER	

CEO / TOP RANKING EXECUTIVE CONTACT

This contact may receive a congratulatory note if your entry is a finalist/winner but will not be added to our mailing lists. This name will not be listed publicly.

FULL NAME	
JOB TITLE	
EMAIL ADDRESS	
PHONE NUMBER	

CONTRIBUTING COMPANY #4 (Optional)

COMPANY NAME	
ADDRESS	
COMPANY TYPE *Select one.*	*Agency: Brand Identity* *Ad or Mar Tech* *Agency: Business-to-Business* *Brand / Client* *Agency: Data / Programmatic* *Consultancy* *Agency: Design* *Educational Institution* *Agency: Digital / Interactive* *Media Owner* *Agency: Direct Marketing* *Research Company* *Agency: Experiential / Event* *Retailer* *Agency: Full-Service / Creative* *Startup* *Agency: Guerilla* *Other* *Agency: Health* *Agency: In-House* *Agency: Media* *Agency: Multicultural* *Agency: Performance Marketing* *Agency: Production* *Agency: Promotional*

	Agency: Public Relations Agency: Shopper Marketing / Commerce Agency: Other
COMPANY SIZE *Select one.*	*1-50 Employees / 51-200 Employees / 201-500 Employees / 500+ Employees*
WEBSITE	
CLIENT NETWORK	

MAIN CONTACT
This contact will be considered the main point of contact for the client. This contact will also be sent a congratulatory note if your entry is a finalist/winner, along with key information about celebrating your success. This name will not be listed publicly.

FULL NAME	
JOB TITLE	
EMAIL ADDRESS	
PHONE NUMBER	

CEO / TOP RANKING EXECUTIVE CONTACT
This contact may receive a congratulatory note if your entry is a finalist/winner but will not be added to our mailing lists. This name will not be listed publicly.

FULL NAME	
JOB TITLE	
EMAIL ADDRESS	
PHONE NUMBER	

Individual Credits

Each entry may credit up to ten primary individuals and thirty secondary individuals who contributed to the case. These individuals must be **current or former** team members of the credited companies.

Effie's policy is to honor those credited at the time of entry if the case is a finalist or winner. Therefore, you may not remove or replace individual credits after the entry has been submitted. ~~Additions will only be accepted on a case-by-case basis and require a $350 fee.~~ No edits/additions will be accepted after October 15, 2024**.**

Primary Individual Credits

Individuals appear in all places credits are published where space is limited, including the **Case Library**. Credits must be current or former team members of the credited companies.

Maximum of 10 Primary Credits.

PRIMARY INDIVIDUAL CREDIT #1		PRIMARY INDIVIDUAL CREDIT #2	
Full Name		Full Name	
Job Title		Job Title	
Company		Company	
Email		Email	

PRIMARY INDIVIDUAL CREDIT #3		PRIMARY INDIVIDUAL CREDIT #4	
Full Name		Full Name	
Job Title		Job Title	
Company		Company	
Email		Email	

PRIMARY INDIVIDUAL CREDIT #5		PRIMARY INDIVIDUAL CREDIT #6	
Full Name		Full Name	
Job Title		Job Title	
Company		Company	
Email		Email	

PRIMARY INDIVIDUAL CREDIT #7		PRIMARY INDIVIDUAL CREDIT #8	
Full Name		Full Name	
Job Title		Job Title	
Company		Company	
Email		Email	

PRIMARY INDIVIDUAL CREDIT #9		PRIMARY INDIVIDUAL CREDIT #10	
Full Name		Full Name	
Job Title		Job Title	
Company		Company	
Email		Email	

Secondary Individual Credits

Individuals only appear in the **Case Library** and do not appear elsewhere. Credits must be current or former team members of the credited companies.

Maximum of 30 Secondary Credits.

SECONDARY INDIVIDUAL CREDIT #1		SECONDARY INDIVIDUAL CREDIT #2		SECONDARY INDIVIDUAL CREDIT #3	
Full Name		Full Name		Full Name	
Job Title		Job Title		Job Title	
Company		Company		Company	
Email		Email		Email	

SECONDARY INDIVIDUAL CREDIT #4		SECONDARY INDIVIDUAL CREDIT #5		SECONDARY INDIVIDUAL CREDIT #6	
Full Name		Full Name		Full Name	
Job Title		Job Title		Job Title	
Company		Company		Company	
Email		Email		Email	

SECONDARY INDIVIDUAL CREDIT #7		SECONDARY INDIVIDUAL CREDIT #8		SECONDARY INDIVIDUAL CREDIT #9	
Full Name		Full Name		Full Name	
Job Title		Job Title		Job Title	
Company		Company		Company	
Email		Email		Email	

SECONDARY INDIVIDUAL CREDIT #10		SECONDARY INDIVIDUAL CREDIT #11		SECONDARY INDIVIDUAL CREDIT #12	
Full Name		Full Name		Full Name	
Job Title		Job Title		Job Title	
Company		Company		Company	
Email		Email		Email	

SECONDARY INDIVIDUAL CREDIT #13		SECONDARY INDIVIDUAL CREDIT #14		SECONDARY INDIVIDUAL CREDIT #15	
Full Name		Full Name		Full Name	
Job Title		Job Title		Job Title	
Company		Company		Company	
Email		Email		Email	

SECONDARY INDIVIDUAL CREDIT #16		SECONDARY INDIVIDUAL CREDIT #17		SECONDARY INDIVIDUAL CREDIT #18	
Full Name		Full Name		Full Name	
Job Title		Job Title		Job Title	

Company		Company		Company	
Email		Email		Email	
SECONDARY INDIVIDUAL CREDIT #19		SECONDARY INDIVIDUAL CREDIT #20		SECONDARY INDIVIDUAL CREDIT #21	
Full Name		Full Name		Full Name	
Job Title		Job Title		Job Title	
Company		Company		Company	
Email		Email		Email	
SECONDARY INDIVIDUAL CREDIT #22		SECONDARY INDIVIDUAL CREDIT #23		SECONDARY INDIVIDUAL CREDIT #24	
Full Name		Full Name		Full Name	
Job Title		Job Title		Job Title	
Company		Company		Company	
Email		Email		Email	
SECONDARY INDIVIDUAL CREDIT #25		SECONDARY INDIVIDUAL CREDIT #26		SECONDARY INDIVIDUAL CREDIT #27	
Full Name		Full Name		Full Name	
Job Title		Job Title		Job Title	
Company		Company		Company	
Email		Email		Email	
SECONDARY INDIVIDUAL CREDIT #28		SECONDARY INDIVIDUAL CREDIT #29		SECONDARY INDIVIDUAL CREDIT #30	
Full Name		Full Name		Full Name	
Job Title		Job Title		Job Title	
Company		Company		Company	
Email		Email		Email	

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

Permissions & Authorization

Effie Worldwide is a 501(c)(3) non-profit educational organization that stands for effectiveness in marketing, spotlighting ideas that work and encouraging thoughtful dialogue about the drivers of marketing effectiveness. In order to help fulfill this mission and provide learning to the

industry, Effie relies on entrants' willingness to share their finalist and winning case studies with the industry.

Please note: Publication permission settings only apply to the written case. Creative materials will be published if your effort is a finalist or winner. See the Entry Kit for full details.

PUBLICATION PERMISSION SETTINGS

To support Effie Worldwide's mission as a 501c3 non-profit organization, finalists & winners are featured as part of Effie's educational programs, including the **Case Library** . Select publication permission settings for your written entry (choose one). Review full details on Publication options & confidentiality in the **Entry Kit**.

Publish My Written Case As It Was Submitted

Publish My Written Case As An Edited Version
Note: You may not redact entire results section.

☐ ## AUTHORIZATION & VERIFICATION FORM

Download this form in the Entry Portal <u>after you have completed your Company & Individual Credits and Publication Permission setting</u>.

Download & Sign the Authorization & Verification Form, confirming the accuracy of entry information and authorization of submission. This form guarantees that the company and individual credits have been thoroughly reviewed by senior leadership to guarantee all integral strategic partners are credited properly for the Effie Index and awards recognition.

The Authorization & Verification form must be signed off by an agency or client executive in a departmental or account leadership position (e.g. Head of Account Planning, Head of Client Services, Group Account Director, etc.). This document must be carefully reviewed in its entirety and signed in the designated space at the end of the document.

A separate form must be uploaded for each entry. Once signed, you will need to upload to the entry portal.

☐ ## COMPETITION TERMS & RULES
Agree to competition terms & rules.