

2024 ENTRY KIT

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how to create an effective brief

It is our pleasure to invite you to participate in the 2024 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 we encourage you to review the Effie India shortlist and winners and additional resources for learning and inspiration while preparing to enter your effective work.

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 <https://effie-india.acclaimworks.com> for details

how to enter?

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

Download the Entry Form Guide & Template here to draft the responses and collaborate with team members, partner agencies and clients

-  The Entry Form Template, available to download above, mirrors the online Entry Portal, where you will provide answers.
-  To start, download the template and also visit the online Entry Portal, to familiarize with where the entry is submitted.
-  Once you're happy with your draft entry on the Template, you should re-access the online Entry Portal and replicate your answers into it. You will be able to make changes in the Entry Portal at any time until you submit. Please give yourself enough time to complete all requirements within the Entry Portal before your intended entry deadline. There are dedicated Entry Forms for submissions into the Sustained Success categories.

ENTRY CHECKLIST – Review the Entry Form Template for all the details required on each element below.

| Reviewed by Judges | Other Requirements |
|--|--|
| <input type="checkbox"/> Written Entry Form | <input type="checkbox"/> Case Background |
| <input type="checkbox"/> Creative Examples (Reel, Images) | <input type="checkbox"/> Company & Individual Credits |
| | <input type="checkbox"/> Publicity Materials |
| | <input type="checkbox"/> Authorization & Verification |

entry form overview

The written entry tells the story of the effort from beginning to end, each part should work together and tell a story. Review the entry form questions in detail.

Judges may not know about category norms or nuances within your brand's industry, so it is critical to provide context throughout the written case.

The entry form is aligned to Effie's Marketing Effectiveness Framework:

- **SCORING SECTION 1: CHALLENGE, CONTEXT & OBJECTIVES (23.3% of score)**

In this section, judges evaluate whether they have the necessary context about your industry category, competitors, and brand to understand your entry and the degree of challenge represented by your objectives. Judges will assess the case for both suitability and ambition within the framework of the challenge. Weight will be given to the degree of difficulty and whether the entrant has provided the context to evaluate the case's effectiveness in this section.

- **SCORING SECTION 2: INSIGHTS & STRATEGY (23.3% of score)**

This section prompts you to explain your strategic process and thinking to the judges. Your idea should be borne from these unique insights.

- **SCORING SECTION 3: BRINGING THE STRATEGY & IDEA TO LIFE (23.3% of score)**

This section relates to how and where you brought your strategy & idea to life – including your creative, communications and media strategies and the creative work itself. Judges are looking to understand why you chose specific marketing channels and how they relate to your strategy and audience. Your creative work, as shown in the Creative Reel & Images, and the Investment Overview are judged as part of this scoring section.

- **SCORING SECTION 4: RESULTS (30% of score)**

This section relates to your results. Be sure to provide context (category/prior year) and explain the significance of your results as it relates to your brand's business. Tie results back to the objectives outlined in Section 1.

eligibility

**CAMPAIGNS THAT RAN IN INDIA BETWEEN
1st JULY, 2023 TO 30th JUNE, 2024 (12 MONTHS) 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 June 30th, 2024**, this will result in disqualification. Having a cut-off time 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 efforts, whether full campaigns or targeted contributing efforts within a campaign, are eligible to enter the Effie Awards competitions. Any single touchpoint or combination of touchpoint can be entered. To be eligible for the Effie India competition, the campaign must have run in India within the current eligibility period.

the effie eligibility rules

- The Effie eligibility period is **1st July, 2023 to 30th June, 2024 (12 Months)**. 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 July, 2023 to 30th June, 2024 (12 Months)**. 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 June, 2024** 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 **30th June, 2024**, 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.

ENTERING IN MULTIPLE CATEGORIES

- You may enter an effort into a maximum of 4 categories, with no more than 1 Industry category. You will need to submit a separate entry and pay separate entry fees for each category submission for an effort.

Each entry should be customized to speak to the specifics of each entered category. Judges are evaluating your work against the category definition and they frequently express that it is difficult to properly evaluate a

- submission when the entry wasn't tailored for the entered Effie category.

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 and credit all main strategic and creative partners on the entry in the Credits tab of the Online Entry Portal

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 using Effie's Marketing Effectiveness Framework outlined on page 11. Judges are not matched with cases that would prove a conflict. Therefore, ensure your entry provides full context on category, brand, past performance, etc. necessary for judges to evaluate effectiveness.

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. 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 supporting creative work.
Make sure your team reviews both these elements together to ensure they work seamlessly.

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 using **Effie's Marketing Effectiveness framework**.

The four pillars are as follows:



completing the entry form

(written case study)

- Your entry should tell the complete story of all advertising and marketing 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 2024 Effie India competition i.e., <https://effie-india.acclaimworks.com>
2. You will have to create your own login ID and Password.
3. ENTRANTS REQUIRE TO ADD THE CASE STUDY DIRECTLY INTO ONLINE ENTRY PORTAL AND NO CASE STUDY DOCUMENT UPLOAD IS ALLOWED.
4. Please refer to the Help option for any guidance required.
5. KINDLY NOTE the Client Authorization is a MUST, you need to download the Client Authorization Letter from the portal after adding all the credits and upload to proceed further and successfully submit the entry.
6. The participants have been provided with multiple edit facility which can be used to edit entries but once the participant chooses the option FINAL SUBMIT there is no room for any change.
7. 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, Companies and individuals entered on the credits tab will receive recognition if the case is a finalist or winner. Once credits are entered completely online, they must then be signed off by a company officer via the .PDF Authorization Form you can download from the online portal. You will need to upload the signed Authorization Form signed off by a company officer from the client and agency via the .PDF before you can submit your entry.
8. All supporting creative work should be as follows:
 - Videos should be in MP4 format up to a maximum of 250 MB
 - Radio spot in MP3 format and
 - Print entries in JPG format up to a maximum of 15 MB

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 the Strategy & 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 foot notes at the bottom of each relevant page. in the sourcing box in each section of the online entry portal. In the entry portal, the entry form has a SOURCING box provided at the bottom of each scoring section for all references/footnotes. This allows entrants to provide sourcing without word limit restrictions.

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

Judges cannot click on external websites. If citing a website, include key sourcing details via text (e.g. publication, article name, date).

- 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.

supporting creative material

3 min Creative Video only Specifications:

- **No more than 3 minutes in length (4 Minutes for Sustained Success category).**
- **Video files should be in the format of MP4**
- **File size: 250MB max.**

PURPOSE OF THE REEL: SHOWCASE EXAMPLES OF HOW YOU BROUGHT YOUR STRATEGY & IDEA TO LIFE.

Your creative work is scored as part of Scoring Section 3: Bringing the Strategy & Idea to Life, which also includes your written response to Question 3 and the data presented in the Investment Overview.

This section as a whole accounts for 23.3% of the total score.

CONTENT

- **At minimum, 70% of the reel must be examples of creative work the audience experienced, or other materials created to bring the strategy & idea to life internally or externally.**
- **Label each creative example by type of media (TV spot, Radio spot, etc.).**
- **No results (of any kind) may be included.**
- **3-minute maximum**

The creative reel should showcase how the idea was brought to life.

Judges are often frustrated when reels do not show enough examples of the work and too much time is spent re-telling the story told in the written case study.

supporting creative material

“The creative reel should showcase all the work of the campaign, and not a way of re-telling the entire case. It should complement your case.”

Judges are required to read the written case before viewing the 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 and other materials representing how the idea was brought to life. Examples 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 touchpoint’s checklist (from the Investment Overview), 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, elements that are shown in the reel, but not outlined in the written case are cause for down scoring. The 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 work, no results – hard or soft - may be included in the reel. Judges are aware that results are not allowed in the reel and express frustration when entrants submit reels with statements that reference results.

Reels may be a maximum of three minutes and it is not required to utilize all three minutes. Entrants must showcase at least one complete example of each integral touchpoint – additional examples are encouraged where helpful to judges in evaluating how the idea was brought to life.

supporting creative material

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 touchpoints mentioned in the written case (question 3) *
- includes any type of work (print, radio, web, OOH, TV, product design, brand experience, etc.)
- If time allows additional examples of how the idea was brought to life.
- 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.

supporting creative material

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 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 / minimum 3 years (initial year /minimum 3 years is either A) year case started or B) more than 3 competition years ago; before **31st March, 2021**), at least 1 interim years / minimum 3 years, and the most current year/ minimum 3 years **1st July, 2023 to 30th June, 2024** (12 Months) of the case.
- Clearly label the year the work ran in the marketplace before (or as) the work is shown on the reel.

supporting creative material

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.

TECHNICAL SPECS

- 1 creative reel file per entry
- 3-minute maximum
Note: Sustained Success cases may be up to 4 minutes in length.
- 250 MB maximum file size
- MP4 format

supporting creative material

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

After the judges read your case and watch the reel, they review images of your 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 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.
- One of the top complaints from past judges is that entrants were not maximizing the opportunity to showcase the work in these images.

NOTE: The Creative Work provided for judging (Creative Reel, Images of Creative) will also be used for publicity purposes if your case is a finalist or winner.

supporting creative material

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 creative 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.

supporting creative material

IMAGES FOR PUBLICITY

- Primary Publicity Image. This should be an image of the work that best represents your case. This image will be the primary image of the work for publicity and promotional purposes if the case is a finalist or winner. This includes usage in print and digital editions of the Effie Awards Journal, press/publicity materials, etc. This image will also be used in the Case Database.
- Technical Requirements: JPG, high-res, CMYK format, 100% of size. 15 MB max.
- Company Logos. Company logos are required for all lead agencies and clients credited on the case.
- Technical Requirements: .eps or .ai format. 2 logos required. 3-4 logos if an additional lead agency or second client is credited; logos of contributing companies do not need to be uploaded. You may upload .jpg logos if you do not have .eps /.ai available.
- Team Photos. Upload team photos of the lead agency and client team. 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. These images will be shown on screen at the Awards Gala and online by Effie Worldwide to promote your win.
- If you do not have a team photo to submit at time of entry, you may provide one once your team is notified that your case is a winner. You are not required to upload an image at time of entry.
- Technical Requirements: 300 dpi JPG OR JPEG, 1000 pixels minimum wide or tall. 15 MB max.
- Creative Examples from Judging. The Creative Work provided for judging (Creative Reel, Images of Creative) will also be used for publicity purposes.

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. **Agency name or logo published in the written case study or on the supporting creative material.**

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". **Exception:** If the agency is the subject/ brand for the entered campaign or an agency name/logo appears in the creative work that ran for publicly for the campaign this is fine to include.

3. **Including Results or Competitive Work/Logos on the supporting creative material.**

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 on the creative supporting will be disqualified.

reasons for disqualification

4. 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 supporting creative material. 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.

Note: Graphs and charts displaying data are acceptable and can be presented in color.

5. **Submitting low-quality cases.**

Make sure to have someone read your case and check for spelling, math and grammar errors as well as hyperbole, unexplained abbreviations, jargon, undocumented claims, etc. before you submit it into the online entry portal. All cases (written text and charts and graphs) must be copied/entered directly into the online entry portal – upload of the case is not allowed.

6. **Ignoring formatting requirements as outlined in the entry kit or entry form or disregarding the instructions or questions in the entry form (Written Case Study).**

The online Entry Portal, where you must enter your case, has the same instructions, word count, etc. as outlined in the Entry Form template. Therefore, to ensure your case appears strongly to judges and can be entered into the online portal, pay attention to the word counts and required instructions. Minimum 10 point font is required for your answers in the entry portal. Brevity and clarity are much appreciated by judges.

7. **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 in the online entry portal answer for that question. Any question left blank will result in disqualification.

8. **Missing Translation.**

Creative materials submitted for consideration that are not in English require translation.

reasons for disqualification

- 👉 **Failing to adhere to the Effie Eligibility rules.** Data presented must be isolated to India & work must have run at some point between **1st July, 2023 and 30th June 2024**. Results prior to the eligibility time period that help to provide context for judges to assess the significance of results achieved within the eligibility time period are fine to submit. No work after the cut-off to the eligibility period can be submitted. *See the **Eligibility section** for further details & special exceptions.
- 👉 **Entry does not meet category definition requirements.** Entries are judged based on effectiveness within the entered category.
- 👉 **Directing Judges to External Websites.** Entrants are judged solely on the materials presented in their written entry and creative examples (creative reel + images). Entrants are not permitted to direct judges to websites for further information or for further examples of work.

entry overview checklist

Please review to ensure you have completed all steps necessary to enter the **2024 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.

STEP 1:

Send all Entry files – includes your written case, creative supportings

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 Effie offline payments to be sent by email to the Effie India at effie@theadclub.in , mathew@theadclub.in by all the entrants:**

- **Invoice copy**
- **Payment details**

Items for Effie to be uploaded online by all the entrants at <https://effie-india.acclaimworks.com>

- Entrants require to add the case study directly into Online Entry Portal. There will be no feasibility to upload a PDF of case study.
- Supporting creative material (3 minutes video) and for Sustained Success cases may be up to 4 minutes in length for the video
- 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 2024 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 Effie-winning cases in the online showcase at www.effie.org sample cases link:

https://www.effie.org/case_database/WW_samples_2023

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 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.

fifteen reasons cases get lower scores than they should

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, supporting creative material 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 3 minutes 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 an industry category. You are not required to enter an Industry 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 & express difficulty in effectively evaluating a case when an entry wasn't tailored for the entered category.
- 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.

industry 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 industry category per effort.

CATEGORIES 1-24

- 1. Agricultural, Industrial & Building**
- 2. Automotive Aftermarket**
- 3. Automotive Vehicles (OEM)**
- 4. Beauty & Fragrance**
- 5. Beverages Non-Alcohol**
- 6. Consumer Goods & Telecom**
- 7. Education**
- 8. Fashion**
- 9. Finance**
- 10. Food, Snacks & Desserts**
- 11. Government & Institutional**
- 12. Healthcare Products**
- 13. Healthcare Services**
- 14. Home Furnishings & Appliances**
- 15. Household Supplies**
- 16. Insurance and Related Products**
- 17. Media & Entertainment**
- 18. Other Products**
- 19. Personal Care**
- 20. Professional services and solutions**
- 21. Retail**
- 22. Services Telecom and related products**
- 23. Sporting events**
- 24. Travel & Tourism**

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 25 - 45

- 25. Corporate Advertising/ Reputation**
- 26. B2B**
- 27. Interactive Marketing**
- 28. Small Town & Rural Marketing**
- 29. Regional**
- 30. Direct Marketing**
- 31. Experiential Marketing / Brand Experience**

POSITIVE CHANGE CATEGORIES IN COLLABORATION WITH THE WORLD ECONOMIC FORUM

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

- 32. Positive Change Environmental**
 - 32A. Positive Change – Environmental – Brands**
 - 32B. Positive Change - Environmental – Non-Profit**
- 33. Positive Change Social Good**
 - 33A. Positive Change - Social Good – Brands**
 - 33B. Positive Change - Social Good – Non-Profit**
 - 33C. Positive Change - Social Good – Diversity, Equity & Inclusion**
- 34. David v/s Goliath**
- 35. Integrated Advertising Campaign**
 - 35A. Integrated Advertising Campaign: Products**
 - 35B. Integrated Advertising Campaign: Non-Products**

specialty categories

- 36. Sustained Success
 - 36A. Sustained Success: Products
 - 36B. Sustained Success: Services
- 37. New Product or Service
- 38. Influencer Marketing
- 39. Data-driven
- 40. Seasonal Marketing:
 - 40A. Seasonal Marketing –Products
 - 40B. Seasonal Marketing –Service
- 41. The Disruptive Differentiators Award
- 42. Small Budgets
 - 42A. Small Budgets – Products
 - 42B. Small Budgets – Services
- 43. Carpe Diem
- 44. Commerce & Shopper Marketing
- 45. Wedding Experience

entering multiple categories

4 categories

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

- a. Either one (1) industry category and three (3) other specialty categories.
- b. Four (4) specialty categories.

Please note that a campaign can be entered into a maximum of four categories. Of those four categories, only one category submission may be an industry category. You are not required to enter an Industry category; you may enter four specialty categories instead.

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 | : 24 points |
| Silver | : 12 points |
| Bronze | : 6 points |
| Finalist | : 2 points |
| GRAND Effie | : 48 points |

Contributing Companies

| | |
|-------------|-------------|
| Gold | : 12 points |
| Silver | : 6 points |
| Bronze | : 3 points |
| Finalist | : 1 point |
| GRAND Effie | : 24 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 48 points for the Lead Agencies and Clients and 24 points for the Contributing Companies.

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.

secretariat details

The Advertising Club

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

 adclub@theadclub.in

 www.theadvertisingclub.net

 @TheAdClub_India

 /TheAdvertisingClub

For any further assistance please contact:

Mathew Samuel (Finance Manager) : 9820369410

Smita Khot : 9869022258

Gopal Singh : 9867138115

Ruth Sharma : 9773322150

Technical support : 7207160365

Confidentiality & Publication

Effie Worldwide is a 501(c)(3) non-profit organization that stands for effectiveness in marketing, spotlighting marketing 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.

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

Bettering the industry.

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

Bettering the future leaders of our industry.

Colleges and universities use Effie case studies in their courses, and Collegiate Effie participants learn how to write their own effective submissions by learning from yours.

Showcasing your team's success in achieving one of the top marketing honors of the year.

Effie wins help attract new talent, prove the importance of marketing in business, and strengthen agency-client relationships.

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

PUBLISH AS THE CASE WAS SUBMITTED

You agree that the written entry form may be published as it was submitted and reproduced or displayed for educational purposes.

PUBLISH AN EDITED VERSION OF WRITTEN CASE

You agree to submit an edited version of your case study for publication which will be reproduced or displayed for educational purposes. You may redact any confidential information; however, you may not redact the entire results section.

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

Confidentiality & Publication

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

JUDGING

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

INDEXING DATA

While judging is confidential and entrants may select publication permission for their written case, Effie understands some entrants may still have concerns regarding sensitive information. When presenting numerical data within the entry, entrants may choose to provide those numbers as percentages or indexes, so that actual numbers are withheld. As with all data points, be sure to include context so the judges understand the significance of the data.

Additionally, unless the entrant opts to allow Effie to publish the entry as it was submitted if it becomes a finalist or winner, only judges will see the written entry as it was submitted.

CREATIVE WORK & PUBLICITY MATERIALS

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

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

Please review the Creative Reel section of the Entry Kit for more guidance on licensing/talent.

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

Confidentiality & Publication

This year's eligibility time period is **July 1, 2023 – June 30, 2024** and the awards will be presented in January 2025. For some companies, this delay may alleviate some concerns regarding sensitive data.

Companies across the full spectrum – from large to small and across all industry sectors enter the Effie Awards. Effie Worldwide's confidentiality policy, the ability to index data, the ability to set publication permissions, etc. are all established to ensure that any company can enter their effective work without hesitation.

We recommend nominating your client and agency team members for judging. Participating as a judge is one of the most valuable ways to learn about the award, understand how judging works, and experience our security and confidentiality rules first hand.

Effie Board, Executive Staff, and Committee members are senior, well-respected professionals in the industry on both the client and agency side. If you are interested, we would be happy to set up a time for them to talk to you about confidentiality during judging; how to involve key team members in the judging process; and how you can submit indexed data. If you would like to have a further discussion about confidentiality, please email effie@theadclub.in

entry fee

The entry fee is

INR 32,568/- (inclusive of 18% GST) per campaign.

A single advertisement released over a period of time could constitute a campaign.

MODE OF PAYMENT:

Entrants may make online through **Gateway System (preferred)** or a consolidated payment by cheque, DD (Cheque or DD should be in favour of **“THE ADVERTISING CLUB BOMBAY”**)

In the event of **Cheque/NEFT/RTGS/Mobile Banking** it is compulsory to send a copy of the Payment

Advise or UTR NO.

(To be emailed effie@theadclub.in, mathew@theadclub.in) along with system-generated invoice copy. There will be no refunds for any reason.

NEFT/ RTGS DETAILS

| | |
|-----------------|---|
| Bank Name | : ICICI BANK |
| Account Name | : THE ADVERTISING CLUB BOMBAY |
| Bank Account No | : 034801006181 |
| Account Type | : Saving |
| Bank Branch | : 396/410, Shamitha Terrace Lamington Road, Opera House Mumbai 400004 |
| IFSC Code | : ICIC0000348 (used for RTGS and NEFT transactions) |

Exclusively for **Technology support** only, please email to effie@theadclub.in

For **Process related support**, please email to smitta@theadclub.in
gopal@theadclub.in

For **Accounting / Invoicing support**, please email to mathew@theadclub.in
ruth@theadclub.in

deadlines

| | |
|----------------|---|
| Entry Deadline | Tuesday, 15th October 2024 Rs.32,568/- (inclusive of 18% GST) per campaign. |
| Deadline 1 | From Wednesday, 16th October 2024 to Monday, 21st October 2024 Rs.37,453/- (inclusive of 18% GST) per campaign |
| Deadline 2 | From Tuesday, 22nd October 2024 to Monday, 28th October 2024 Rs.39,082/- (inclusive of 18% GST) per campaign |

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 during judging. If the case is a winner or finalist the written case will be published according to the selection made by the entrant.

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, 24th January 2025