



# effie Awards India

## 2024 ENTRY FORM TEMPLATE

Awarding Ideas That Work®

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 invite you to take advantage of Effie's learning tools on creating and entering effective work.

## 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.

**Responses will need to be copied into the [Entry Portal](#) in order 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
<b>Written Entry Form</b> ( <a href="#">Entry Details/Executive Summary</a> , <a href="#">Effie's Marketing Effectiveness Framework (Sections 1-4)</a> , <a href="#">Investment Overview</a> )	<a href="#">Case Background</a>
<b>Creative Examples (Creative Reel, Images).</b> <a href="#">Review requirements in the <a href="#">Entry Kit</a>.</a>	<a href="#">Company &amp; Individual Credits</a>
	<a href="#">Publicity Materials</a>
	<a href="#">Permissions, Authorization &amp; Verification of Entry</a>

### 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, 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.

### ELIGIBILITY

- Data presented Your case must have run in the India at some point between **1st July, 2023 To 30th June, 2024 (12 Months)**. All results must be isolated to the India during this time period. Including results beyond the end of the eligibility period is grounds for disqualification. It is encouraged to include prior year data for context.
- Work may have started running before **1st July, 2023** and it may continue running after **30th June, 2024**. All presented work must have run at some point during the eligibility period and the results score will be based on data within the eligibility.
- Review category definitions for additional requirements. Judges evaluate work on effectiveness in the context of the category definition and will lower their score if requirements are not met.
- When entering an effort into multiple categories (4 categories max.) tailor each entry to speak to the specific category definition.

### 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.

## ENTRY DETAILS

### EFFIE ENTRY CATEGORY

*Review category definitions here. If entering multiple categories, keep category restrictions in mind.*

### 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

### 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)*

Provide answer.

## SECTION 1: CHALLENGE, CONTEXT & OBJECTIVES

### 23.3% OF TOTAL SCORE

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

Please provide the necessary context on your industry category, competitors, and brand so the judges, 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.

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: 400 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.

<b>BUSINESS OBJECTIVE</b> (Required)	
<b>Objective – Overview &amp; KPI</b> <i>(Maximum: 30 words)</i>	
<b>Rationale – Why the objective was selected &amp; what is the benchmark?</b> <i>(Maximum: 75 words; 3 charts/visuals)</i>	
<b>Measurement – How did you plan to measure it?</b> <i>(Maximum: 30 words)</i>	
<b>Tagging – What keywords best describe your objective type?</b> <i>(1 Required, No Maximum)</i>	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)
<b>MARKETING OBJECTIVE 1</b> (Required)	
<b>Objective – Overview &amp; KPI</b> <i>(Maximum: 30 words)</i>	
<b>Rationale – Why the objective was selected &amp; what is the benchmark?</b> <i>(Maximum: 75 words; 3 charts/visuals)</i>	
<b>Measurement – How did you plan to measure it?</b> <i>(Maximum: 30 words)</i>	
<b>Tagging – What keywords best describe your objective type?</b> <i>(1 Required, No Maximum)</i>	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 Saliency/awareness Weight/value of purchase Other (add your own)
<b>MARKETING OBJECTIVE 2</b> <i>(Optional)</i>	
<b>Objective – Overview &amp; KPI</b> <i>(Maximum: 30 words)</i>	
<b>Rationale – Why the objective was selected &amp; what is the benchmark?</b> <i>(Maximum: 75 words; 3 charts/visuals)</i>	
<b>Measurement – How did you plan to measure it?</b> <i>(Maximum: 30 words)</i>	
<b>Tagging – What keywords best describe your objective type?</b> <i>(1 Required, No Maximum)</i>	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 Saliency/awareness Weight/value of purchase Other (add your own)
<b>MARKETING OBJECTIVE 3</b> <i>(Optional)</i>	
<b>Objective – Overview &amp; KPI</b> <i>(Maximum: 30 words)</i>	
<b>Rationale – Why the objective was selected &amp; what is the benchmark?</b> <i>(Maximum: 75 words; 3 charts/visuals)</i>	
<b>Measurement – How did you plan to measure it?</b> <i>(Maximum: 30 words)</i>	
<b>Tagging – What keywords best describe your objective type?</b> <i>(1 Required, No Maximum)</i>	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 Saliency/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.

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.

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: 400 words; 3 charts/visuals)*

Provide answer.

### KEY VISUAL

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

### DATA SOURCES: SECTION 3

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

Provide sources of data included in your responses to Section 3.

## 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.

4A. How do you know it worked? Explain, with category, competitor and/or prior year context, 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 350 words and 5 charts/visuals to set up your results. Then, for each objective provided in Question 1B, you are required to provide a corresponding result.

#### 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 **July 2023 – June 2024**.
- All results must correspond to a data source.

You may use this space to set-up your results section (Maximum 350 words, 5 charts/visuals).

<b>Business Objective Results</b> <i>(Required – Corresponds to your Business Objective listed in 1B)</i>	
<b>Business Objective from Question 1B</b>	The entry portal will list your Business Objective from Question 1B here automatically
<b>List Result</b> <i>(Maximum: 30 words)</i>	
<b>Context</b> <i>(Maximum: 75 words; 3 charts/visuals)</i>	

### Marketing Objective #1 Results

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

**Marketing Objective #1 from Question 1B**

The entry portal will list Marketing Objective #1 from Question 1B here automatically

**List Result**

*(Maximum: 30 words)*

**Context**

*(Maximum: 75 words; 3 charts/visuals)*

### Marketing Objective #2 Results

*(Required if Marketing Objective #2 was provided in 1B)*

**Marketing Objective #2 from Question 1B**

The entry portal will list Marketing Objective #2 from Question 1B here automatically

**List Result**

*(Maximum: 30 words)*

**Context**

*(Maximum: 75 words; 3 charts/visuals)*

### Marketing Objective #3 Results

*(Required if Marketing Objective #3 was provided in 1B)*

**Marketing Objective #3 from Question 1B**

The entry portal will list Marketing Objective #3 from Question 1B here automatically

**List Result**

*(Maximum: 30 words)*

**Context**

*(Maximum: 75 words; 3 charts/visuals)*

### 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: 75 words; 3 charts/visuals)*

### Activity Objective #2 Results

*(Required if Campaign/Activity Objective #2 was provided in 1B)*

<b>Activity Objective #2 from Question 1B</b>	The entry portal will list Activity Objective #2 from Question 1B here automatically
<b>List Result</b> <i>(Maximum: 30 words)</i>	
<b>Context</b> <i>(Maximum: 75 words; 3 charts/visuals)</i>	

### Activity Objective #3 Results

*(Required if Campaign/Activity Objective #3 was provided in 1B)*

<b>Activity Objective #3 from Question 1B</b>	The entry portal will list Activity Objective #3 from Question 1B here automatically
<b>List Result</b> <i>(Maximum: 30 words)</i>	
<b>Context</b> <i>(Maximum: 75 words; 3 charts/visuals)</i>	

### ADDITIONAL RESULTS

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

*(Maximum: 150 words; 3 charts/visuals)*

List additional results here.

4B. Marketing rarely works in isolation. Outside of your effort, what else in the marketplace could have affected the results of this case – positive or negative?

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)*

<b>Business Events</b> <i>(e.g. changes in supply chain, government regulations)</i>	<b>Societal or Economic Events</b> <i>(e.g. changes in economic, political, social factors)</i>
<b>Internal Company Events</b> <i>(e.g. change in ownership, internal dynamics, etc.)</i>	<b>Public Relations</b>
<b>Natural Events</b>	<b>Other</b> _____

(e.g. weather, natural phenomenon, etc.)	
<b>Other marketing for the brand, running at the same time as this effort</b>	

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 Supporting Creative Material and Images of Creative. 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 to share with your team to gather data. If you'd like to share your responses with your team prior to answering in the online entry area, **we suggest highlighting your selected responses on the following pages.**

### 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.**

<b>Current Year/Time Period: July, 2023 – June , 2024</b>	<b>Year Prior/Time Period: July, 2022 – June, 2023</b>
<input type="checkbox"/> Under Rs.25 lakhs	<input type="checkbox"/> Under Rs.25 lakhs
<input type="checkbox"/> Rs.25 lakhs to Rs.1 crore	<input type="checkbox"/> Rs.25 lakhs to Rs.1 crore
<input type="checkbox"/> Rs.1 crore to Rs.2.5 crores	<input type="checkbox"/> Rs.1 crore to Rs.2.5 crores
<input type="checkbox"/> Rs.2.5 crores to Rs.5 crores	<input type="checkbox"/> Rs.2.5 crores to Rs.5 crores
<input type="checkbox"/> Rs.5 crores to Rs.10 crores	<input type="checkbox"/> Rs.5 crores to Rs.10 crores
<input type="checkbox"/> Over Rs.10 crores	<input type="checkbox"/> Over Rs.10 crores
	<b>Not Applicable</b>

<b>Compared to other competitors in this category, this budget is:</b>	<b>Less</b>
	<b>About the Same</b>
	<b>More</b>
	<b>Not Applicable (Elaboration Required)</b>
<b>Compared to prior year spend on the brand overall, the brand's overall budget this year is:</b>	<b>Less</b>
	<b>About the Same</b>
	<b>More</b>
	<b>Not Applicable (Elaboration Required)</b>

### **MEDIA BUDGET ELABORATION**

Provide judges with the context to understand your budget.

What was the balance of paid (purchased or 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 an average annual budget range for the key assets you developed to bring your idea to life. This should include hard pre and post productions costs, talent (influencer or celebrity fees) and any activation costs.

Under 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. 2crores – 5 crores	Not Applicable
Rs. 5 – 10 crores	Not Available / Unknown
Rs. 10 – 20 crores	

### **PRODUCTION & OTHER NON-MEDIA EXPENDITURES ELABORATION**

Provide judges with the context to understand the selection outlined above. This is an opportunity to provide further context surrounding your budget, so judges have a clear understanding and do not question the information provided above *(Maximum: 100 words)*

Provide answer.

### **OWNED MEDIA**

**Effie Tips:**

<p>Was Owned Media a part of your effort? (Yes/No)</p> <p><b>Elaborate on owned media (digital or physical company-owned realestate), that acted as communication channels for case content.</b></p> <p><b>Owned media examples may include a corporate website, social media platforms, packaging, a branded store, fleet of buses, etc. (Maximum 100 words)</b></p>	<ul style="list-style-type: none"> <li>• If owned media platforms were selected on the Touchpoints chart, judges will expect to see an explanation of those platforms in your response.</li> </ul> <p>Similarly, any owned media described here must also be selected in the touchpoints chart. Make sure answers here relate directly back to the selected choices in the "Touchpoints" chart.</p>
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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 on partnership elements here.*

**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.

<p><b>ALL TOUCHPOINTS AS PART OF YOUR EFFORT</b></p> <p><b>Select all touchpoints used in the effort, based on the options provided in the below chart. Within your response to Question 3, explain which touchpoints from the below list were integral to reaching your audience and why.</b></p>	<p><b>Notes:</b></p> <ul style="list-style-type: none"> <li>• On the creative reel, you must show at least one complete example of each touchpoint that was <u>integral</u> to the effort's success. 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.</li> </ul>
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Branded Content – Editorial	Digital Mktg. - SEM	Print - Magazine
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Branded Content – Product Placement	Digital Mktg. - SEO	Print - Newspaper
Cinema	Digital Mktg. – Short Video (:15-3 min.)	Public Relations
Contests	Digital Mktg. – Social: Organic	Radio
Digital Mktg. – Affiliate	Digital Mktg. – Social: Paid	Retail Experience: Digital
Digital Mktg. – Audio Ads	Digital Mktg. – Video Ads	Retail Experience: In Store
Digital Mktg. – Content Promotion	Direct Mail	Sales Promotion, Couponing & Distribution
Digital Mktg. – Display Ads	Events	Sampling/Trial
Digital Mktg. – Email/Chatbots/Text/Messaging	Health Offices / Point of Care	Sponsorships – Entertainment
Digital Mktg. – Gaming	Influencer / Key Opinion Leader	Sponsorships – Sports
Digital Mktg. – Influencers	Interactive / Website / Apps	Sponsorships – Unique Opportunity
Digital Mktg. – Location based	Internal/In-Office Marketing	Street Mktg.
Digital Mktg. – Long Video (3+ min.)	Loyalty Programs	Trade Shows, Trade Communications, Professional Engagement
Digital Mktg. – Marketplace Ads	OOH – Billboards	TV
Digital Mktg. – Mobile	OOH – Other Outdoor	User Generated Content & Reviews
Digital Mktg. – Product Placement	OOH - Transportation	Other:
Digital Mktg. – Programmatic Display Ads	Packaging & Product Design	
Digital Mktg. - Programmatic Video Ads	Print – Custom Publication	

**MAIN TOUCHPOINTS**

From the list outlined above, select the three most integral 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.)	Instagram	Reddit	X (formerly known as Twitter)
Discord	LinkedIn	Snapchat	WeChat
Facebook	Pandora	Spotify	WhatsApp
Flickr	Pinterest	TikTok	YouTube
Not Applicable	Other:		

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.

The 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 in advance of your intended entry deadline.



# effie AWARDS

## INDIA

# Additional Requirements

## CASE BACKGROUND

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

<b>PRODUCT/SERVICE TYPE</b> <i>Select one.</i>	Tangible Good / Service / Other
<b>PARENT BRAND STATUS</b> <i>Select one.</i>	Existing Parent Brand / New Parent Brand / Not Applicable
<b>SUB-BRAND STATUS</b> <i>Select one.</i>	Existing Sub-Brand / New Sub-Brand / Not Applicable
<b>NEW / EXISTING PRODUCT/SERVICE</b> <i>Select one.</i>	New / Existing
<b>CATEGORY STATUS</b> <i>Does the product/service create a new category or is it joining an existing category? Select one.</i>	New Category / Existing Category
<b>PRIMARY END USER</b> <i>Select one.</i>	Business Purposes / Consumer Purposes / Not Applicable
<b>CLASSIFICATION</b> <i>Select one.</i>	Mainstream / Luxury / Not Applicable
<b>POINT OF PURCHASE</b>	In-Store Retail Only  Online Ecommerce Only

<p>Select the option that best describes how the audience purchased your product or donated to the cause promoted by your marketing effort.</p>	<p>Primarily In-Store Retail with some Online Ecommerce</p> <p>Primarily E-Commerce with some In-Store Retail</p> <p>A substantial amount of both In-Store Retail and Ecommerce</p> <p>Other</p> <p>Not Applicable</p>
<p><b>COMPETITOR SITUATION</b></p> <p>Select the option that best describes the competitor situation.</p>	<p>Dominant Player. One large Competitor that has about 50% market share or more</p> <p>Dominant Player with strong competitors. One or multiple competitors with at least one competitor with about 30% to 50% market share</p> <p>Fragmented. One or multiple competitors each with about 30% market share or less</p> <p>Not Applicable</p>
<p><b>COMPETITOR BRANDS</b></p> <p>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.</p> <p><i>(1 Required, 6 Maximum)</i></p>	
<p><b>COMPETITOR 1</b></p> <p><i>Required.</i></p>	
<p><b>COMPETITOR 2</b></p> <p><i>Optional.</i></p>	
<p><b>COMPETITOR 3</b></p> <p><i>Optional.</i></p>	
<p><b>COMPETITOR 4</b></p> <p><i>Optional.</i></p>	
<p><b>COMPETITOR 5</b></p> <p><i>Optional.</i></p>	
<p><b>COMPETITOR 6</b></p> <p><i>Optional.</i></p>	
<p><b>AUDIENCE</b></p> <p>Please share insights into your primary audience below.</p>	
<p><b>AUDIENCE GENDER</b></p> <p><i>Select one.</i></p>	<p>Female / Male / Transgender or Non-Binary /</p> <p>Not Applicable (We did not target by gender.)</p>
<p><b>AUDIENCE AGE</b></p> <p><i>Select all that apply.</i></p>	<p>Children 12 &amp; 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.)</p>

<b>AUDIENCE TYPE</b> <i>Select all that apply.</i>	Cultural or Ethnic Group / Employees / Parents / Not Applicable / Other _____
<b>MEDIA COMPANIES</b> 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.	
<b>MEDIA COMPANY 1</b> <i>Optional.</i>	
<b>MEDIA COMPANY 2</b> <i>Optional.</i>	
<b>MEDIA COMPANY 3</b> <i>Optional.</i>	
<b>MEDIA COMPANY 4</b> <i>Optional.</i>	
<b>MEDIA COMPANY 5</b> <i>Optional.</i>	
<b>RESEARCH PARTNERS</b> Indicate research partners used for this effort. List up to three companies.	
<b>RESEARCH PARTNER 1</b> <i>Required.</i>	
<b>RESEARCH PARTNER 2</b> <i>Optional.</i>	
<b>RESEARCH PARTNER 3</b> <i>Optional.</i>	
<b>RESEARCH</b> Select the most important research done for your case. Then, select all research done for your case.	
<b>PRIMARY RESEARCH</b> <i>Select one.</i>	Copy Testing / Focus Groups / Neuroscience / Positioning or Concept Testing / Strategic (segmentation, market structure, U&A) / Tracking / Not Applicable / Other
<b>ALL RESEARCH</b> <i>Select all.</i>	

<b>ARTIFICIAL INTELLIGENCE (AI)</b>	
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		

## 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. 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(S)

Entrants have the option to credit a **maximum of two lead agencies** (one required). If you credit a second lead agency, both agencies will be given equal recognition by Effie India in both publicity materials and the **Effie Index**. In order to be considered a second lead agency, you must certify that the work done by each agency was of equal weighting and each agency deserves equal recognition.

Lead agencies are considered final at time of entry and cannot be changed after time of entry. You may not add or remove a second lead agency after time of entry.

## LEAD AGENCY #1 (Required)

<b>COMPANY NAME</b>	
<b>ADDRESS</b>	
<b>COMPANY TYPE</b> <i>Select one.</i>	<i>Agency: Brand Identity</i> <i>Agency: Business-to-Business</i> <i>Agency: Data / Programmatic</i> <i>Agency: Design</i> <i>Agency: Digital / Interactive</i> <i>Agency: Direct Marketing</i> <i>Agency: Experiential / Event</i> <i>Agency: Full-Service / Creative</i> <i>Agency: Guerilla</i> <i>Agency: Health</i> <i>Agency: In-House</i> <i>Agency: Media</i> <i>Agency: Multicultural</i> <i>Agency: Performance Marketing</i> <i>Agency: Production</i> <i>Agency: Promotional</i> <i>Agency: Public Relations</i> <i>Agency: Shopper Marketing / Commerce</i> <i>Agency: Other</i>
<b>COMPANY SIZE</b> <i>Select one.</i>	<i>1-50 Employees / 51-200 Employees / 201-500 Employees / 500+ Employees</i>
<b>WEBSITE</b>	
<b>AGENCY NETWORK</b>	
<b>HOLDING COMPANY</b>	
<b>MAIN CONTACT</b>	
<i>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.</i>	
<b>FULL NAME</b>	
<b>JOB TITLE</b>	
<b>EMAIL ADDRESS</b>	
<b>PHONE NUMBER</b>	
<b>AGENCY PR CONTACT</b>	
<i>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.</i>	
<b>FULL NAME</b>	
<b>JOB TITLE</b>	
<b>EMAIL ADDRESS</b>	

**PHONE NUMBER**

**CEO / TOP RANKING EXECUTIVE CONTACT**

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

**FULL NAME**

**JOB TITLE**

**EMAIL ADDRESS**

**PHONE NUMBER**

**LEAD AGENCY #2 (Optional)**

**COMPANY NAME**

**ADDRESS**

**COMPANY TYPE**

*Select one.*

*Agency: Brand Identity  
Agency: Business-to-Business  
Agency: Data / Programmatic  
Agency: Design  
Agency: Digital / Interactive  
Agency: Direct Marketing  
Agency: Experiential / Event  
Agency: Full-Service / Creative  
Agency: 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**

**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**



<b>JOB TITLE</b>
<b>EMAIL ADDRESS</b>
<b>PHONE NUMBER</b>

<b>AGENCY PR CONTACT</b> <i>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.</i>
--

<b>FULL NAME</b>
<b>JOB TITLE</b>
<b>EMAIL ADDRESS</b>
<b>PHONE NUMBER</b>

<b>CEO / TOP RANKING EXECUTIVE CONTACT</b> <i>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.</i>
---

<b>FULL NAME</b>
<b>JOB TITLE</b>
<b>EMAIL ADDRESS</b>
<b>PHONE NUMBER</b>

## 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)

<b>COMPANY NAME</b>
<b>ADDRESS</b>
<b>COMPANY TYPE</b> <i>Select one.</i>

*Agency: Brand Identity  
 Agency: Business-to-Business  
 Agency: Data / Programmatic  
 Agency: Design  
 Agency: Digital / Interactive  
 Agency: Direct Marketing*

*Ad or Mar Tech  
 Brand / Client  
 Consultancy  
 Educational Institution  
 Media Owner  
 Research Company*

	<i>Agency: Experiential / Event</i> <i>Agency: Full-Service / Creative</i> <i>Agency: Guerilla</i> <i>Agency: Health</i> <i>Agency: In-House</i> <i>Agency: Media</i> <i>Agency: Multicultural</i> <i>Agency: Performance Marketing</i> <i>Agency: Production</i> <i>Agency: Promotional</i> <i>Agency: Public Relations</i> <i>Agency: Shopper Marketing / Commerce</i> <i>Agency: Other</i>	<i>Retailer</i> <i>Startup</i> <i>Other</i>
<b>COMPANY SIZE</b> <i>Select one.</i>	1-50 Employees / 51-200 Employees / 201-500 Employees / 500+ Employees	
<b>WEBSITE</b>		
<b>CLIENT NETWORK</b>		

**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.*

<b>FULL NAME</b>	
<b>JOB TITLE</b>	
<b>EMAIL ADDRESS</b>	
<b>PHONE NUMBER</b>	

**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.*

<b>FULL NAME</b>	
<b>JOB TITLE</b>	
<b>EMAIL ADDRESS</b>	
<b>PHONE NUMBER</b>	

**CLIENT #2 (Optional)**

<b>COMPANY NAME</b>		
<b>ADDRESS</b>		
<b>COMPANY TYPE</b> <i>Select one.</i>	<i>Agency: Brand Identity</i> <i>Agency: Business-to-Business</i> <i>Agency: Data / Programmatic</i> <i>Agency: Design</i>	<i>Ad or Mar Tech</i> <i>Brand / Client</i> <i>Consultancy</i> <i>Educational Institution</i>

	<i>Agency: Digital / Interactive</i> <i>Agency: Direct Marketing</i> <i>Agency: Experiential / Event</i> <i>Agency: Full-Service / Creative</i> <i>Agency: Guerilla</i> <i>Agency: Health</i> <i>Agency: In-House</i> <i>Agency: Media</i> <i>Agency: Multicultural</i> <i>Agency: Performance Marketing</i> <i>Agency: Production</i> <i>Agency: Promotional</i> <i>Agency: Public Relations</i> <i>Agency: Shopper Marketing / Commerce</i> <i>Agency: Other</i>	<i>Media Owner</i> <i>Research Company</i> <i>Retailer</i> <i>Startup</i> <i>Other</i>
<b>COMPANY SIZE</b> <i>Select one.</i>	1-50 Employees / 51-200 Employees / 201-500 Employees / 500+ Employees	
<b>WEBSITE</b>		
<b>CLIENT NETWORK</b>		
<b>MAIN CONTACT</b> <i>This contact will be considered the main point of contact for the second client. This contact will also be sent a congratulatory note if your entry is a finalist/winner, along with key information about celebrating your success.</i>		
<b>FULL NAME</b>		
<b>JOB TITLE</b>		
<b>EMAIL ADDRESS</b>		
<b>PHONE NUMBER</b>		
<b>CEO / TOP RANKING EXECUTIVE CONTACT</b> <i>This contact may receive a congratulatory note if your entry is a finalist/winner but will not be added to our mailing lists.</i>		
<b>FULL NAME</b>		
<b>JOB TITLE</b>		
<b>EMAIL ADDRESS</b>		
<b>PHONE NUMBER</b>		

## 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.



<p>Select one.</p>	<p>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</p>	<p>Educational Institution  Media Owner  Research Company  Retailer  Startup  Other</p>
<p><b>COMPANY SIZE</b></p> <p>Select one.</p>	<p>1-50 Employees / 51-200 Employees / 201-500 Employees / 500+ Employees</p>	
<p><b>WEBSITE</b></p>		
<p><b>AGENCY NETWORK</b></p>		
<p><b>HOLDING COMPANY</b></p>		
<p><b>MAIN CONTACT</b></p> <p><i>This contact will be considered the main point of contact for the contributing company. This contact will also be sent a congratulatory note if your entry is a finalist/winner, along with key information about celebrating your success. This name will not be listed publicly.</i></p>		
<p><b>FULL NAME</b></p>		
<p><b>JOB TITLE</b></p>		
<p><b>EMAIL ADDRESS</b></p>		
<p><b>PHONE NUMBER</b></p>		

**CONTRIBUTING COMPANY #3 (Optional)**

<p><b>COMPANY NAME</b></p>		
<p><b>ADDRESS</b></p>		
<p><b>COMPANY TYPE</b></p> <p>Select one.</p>	<p>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</p>	<p>Ad or Mar Tech  Brand / Client  Consultancy  Educational Institution  Media Owner  Research Company  Retailer  Startup  Other</p>

	<i>Agency: Performance Marketing</i> <i>Agency: Production</i> <i>Agency: Promotional</i> <i>Agency: Public Relations</i> <i>Agency: Shopper Marketing / Commerce</i> <i>Agency: Other</i>
<b>COMPANY SIZE</b> <i>Select one.</i>	<i>1-50 Employees / 51-200 Employees / 201-500 Employees / 500+ Employees</i>
<b>WEBSITE</b>	
<b>AGENCY NETWORK</b>	
<b>HOLDING COMPANY</b>	
<b>MAIN CONTACT</b> <i>This contact will be considered the main point of contact for the contributing company. This contact will also be sent a congratulatory note if your entry is a finalist/winner, along with key information about celebrating your success. This name will not be listed publicly.</i>	
<b>FULL NAME</b>	
<b>JOB TITLE</b>	
<b>EMAIL ADDRESS</b>	
<b>PHONE NUMBER</b>	

**CONTRIBUTING COMPANY #4 (Optional)**

<b>COMPANY NAME</b>	
<b>ADDRESS</b>	
<b>COMPANY TYPE</b> <i>Select one.</i>	<i>Agency: Brand Identity</i> <i>Agency: Business-to-Business</i> <i>Agency: Data / Programmatic</i> <i>Agency: Design</i> <i>Agency: Digital / Interactive</i> <i>Agency: Direct Marketing</i> <i>Agency: Experiential / Event</i> <i>Agency: Full-Service / Creative</i> <i>Agency: Guerilla</i> <i>Agency: Health</i> <i>Agency: In-House</i> <i>Agency: Media</i> <i>Agency: Multicultural</i> <i>Agency: Performance Marketing</i> <i>Agency: Production</i> <i>Agency: Promotional</i> <i>Agency: Public Relations</i> <i>Agency: Shopper Marketing / Commerce</i> <i>Agency: Other</i>
<b>COMPANY SIZE</b> <i>Select one.</i>	<i>1-50 Employees / 51-200 Employees / 201-500 Employees / 500+ Employees</i>

<b>WEBSITE</b>	
<b>AGENCY NETWORK</b>	
<b>HOLDING COMPANY</b>	
<b>MAIN CONTACT</b>	
<i>This contact will be considered the main point of contact for the contributing company. This contact will also be sent a congratulatory note if your entry is a finalist/winner, along with key information about celebrating your success. This name will not be listed publicly.</i>	
<b>FULL NAME</b>	
<b>JOB TITLE</b>	
<b>EMAIL ADDRESS</b>	
<b>PHONE NUMBER</b>	

## 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. 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 Database**. Credits must be current or former team members of the credited companies. Maximum of 10 Primary Credits.

<b>PRIMARY INDIVIDUAL CREDIT #1</b>		<b>PRIMARY INDIVIDUAL CREDIT #2</b>	
<b>Full Name</b>		<b>Full Name</b>	
<b>Job Title</b>		<b>Job Title</b>	
<b>Company</b>		<b>Company</b>	
<b>Email</b>		<b>Email</b>	
<b>PRIMARY INDIVIDUAL CREDIT #3</b>		<b>PRIMARY INDIVIDUAL CREDIT #4</b>	
<b>Full Name</b>		<b>Full Name</b>	
<b>Job Title</b>		<b>Job Title</b>	
<b>Company</b>		<b>Company</b>	
<b>Email</b>		<b>Email</b>	

<b>PRIMARY INDIVIDUAL CREDIT #5</b>		<b>PRIMARY INDIVIDUAL CREDIT #6</b>	
Full Name		Full Name	
Job Title		Job Title	
Company		Company	
Email		Email	
<b>PRIMARY INDIVIDUAL CREDIT #7</b>		<b>PRIMARY INDIVIDUAL CREDIT #8</b>	
Full Name		Full Name	
Job Title		Job Title	
Company		Company	
Email		Email	
<b>PRIMARY INDIVIDUAL CREDIT #9</b>		<b>PRIMARY INDIVIDUAL CREDIT #10</b>	
Full Name		Full Name	
Job Title		Job Title	
Company		Company	
Email		Email	

## SECONDARY INDIVIDUAL CREDITS

Individuals only appear on the [Case Database](#) and do not appear elsewhere. Credits must be current or former team members of the credited companies. Maximum of 30 Secondary Credits.

<b>SECONDARY INDIVIDUAL CREDIT #1</b>		<b>SECONDARY INDIVIDUAL CREDIT #2</b>		<b>SECONDARY INDIVIDUAL CREDIT #3</b>	
Full Name		Full Name		Full Name	
Job Title		Job Title		Job Title	
Company		Company		Company	
Email		Email		Email	
<b>SECONDARY INDIVIDUAL CREDIT #4</b>		<b>SECONDARY INDIVIDUAL CREDIT #5</b>		<b>SECONDARY INDIVIDUAL CREDIT #6</b>	
Full Name		Full Name		Full Name	
Job Title		Job Title		Job Title	



Company		Company		Company	
Email		Email		Email	
<b>SECONDARY INDIVIDUAL CREDIT #7</b>		<b>SECONDARY INDIVIDUAL CREDIT #8</b>		<b>SECONDARY INDIVIDUAL CREDIT #9</b>	
Full Name		Full Name		Full Name	
Job Title		Job Title		Job Title	
Company		Company		Company	
Email		Email		Email	
<b>SECONDARY INDIVIDUAL CREDIT #10</b>		<b>SECONDARY INDIVIDUAL CREDIT #11</b>		<b>SECONDARY INDIVIDUAL CREDIT #12</b>	
Full Name		Full Name		Full Name	
Job Title		Job Title		Job Title	
Company		Company		Company	
Email		Email		Email	
<b>SECONDARY INDIVIDUAL CREDIT #13</b>		<b>SECONDARY INDIVIDUAL CREDIT #14</b>		<b>SECONDARY INDIVIDUAL CREDIT #15</b>	
Full Name		Full Name		Full Name	
Job Title		Job Title		Job Title	
Company		Company		Company	
Email		Email		Email	
<b>SECONDARY INDIVIDUAL CREDIT #16</b>		<b>SECONDARY INDIVIDUAL CREDIT #17</b>		<b>SECONDARY INDIVIDUAL CREDIT #18</b>	
Full Name		Full Name		Full Name	
Job Title		Job Title		Job Title	
Company		Company		Company	
Email		Email		Email	
<b>SECONDARY INDIVIDUAL CREDIT #19</b>		<b>SECONDARY INDIVIDUAL CREDIT #20</b>		<b>SECONDARY INDIVIDUAL CREDIT #21</b>	
Full Name		Full Name		Full Name	
Job Title		Job Title		Job Title	

Company		Company		Company	
Email		Email		Email	
<b>SECONDARY INDIVIDUAL CREDIT #22</b>		<b>SECONDARY INDIVIDUAL CREDIT #23</b>		<b>SECONDARY INDIVIDUAL CREDIT #24</b>	
Full Name		Full Name		Full Name	
Job Title		Job Title		Job Title	
Company		Company		Company	
Email		Email		Email	
<b>SECONDARY INDIVIDUAL CREDIT #25</b>		<b>SECONDARY INDIVIDUAL CREDIT #26</b>		<b>SECONDARY INDIVIDUAL CREDIT #27</b>	
Full Name		Full Name		Full Name	
Job Title		Job Title		Job Title	
Company		Company		Company	
Email		Email		Email	
<b>SECONDARY INDIVIDUAL CREDIT #28</b>		<b>SECONDARY INDIVIDUAL CREDIT #29</b>		<b>SECONDARY INDIVIDUAL CREDIT #30</b>	
Full Name		Full Name		Full Name	
Job Title		Job Title		Job Title	
Company		Company		Company	
Email		Email		Email	

## 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 **Effie Winners Journal** and **Case Database**. 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 & printed in the **Effie Winners Journal**.*

#### 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.*

***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.***

## 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 Database. 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 redact any confidential information; however, you may not redact any section in its entirety including results.*

### AUTHORIZATION & VERIFICATION FORM

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

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.