

# Effie® India 2017

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## ENTRY FORM

1. **Brand name of product or service advertised.** Please list only the brand name or trade name of the product or service advertised. Example: 'Kleenex' not Kleenex Brand Tissues'

2. **Product type or Description.** A word or two indicating the kind of product or service advertised without using the brand name. 'Facial Tissue' not 'Kleenex Tissue'

3. **Category.** Indicate the category within which you think your campaign should be judged. The Effie Committee reserves the right to re-categorize, split/redefine categories.

4. **Campaign Title.** Please indicate the campaign title, not titles or individual commercials within the campaign.

1. Brand Name: \_\_\_\_\_

2. Product Type of Description: \_\_\_\_\_

3. Category: \_\_\_\_\_

4. Campaign Title: \_\_\_\_\_

URL (If required): \_\_\_\_\_

Campaign (Check one): ☐ National ☐ Regional ☐ Local

Note the time period your effort ran.

Provide dates (MM/DD/YY) for time span for entire effort-even if it began before Effie's eligibility period start date. If effort is continuing past 30<sup>th</sup> September, 2017, check Ongoing for the end date.

[ Enter Start Date Here ]

[ Enter End Date Here ]

Is this campaign ongoing? If so, check the box below:

☐

**You have up to seven pages to tell your story** (including this page). You may use as much or as little space as you wish for each question, so long as your total written case does not exceed seven pages. Directions appearing with each question must not to be deleted from the completed case; they serve as a guide for both entrants and judges. Answers must be 10-point font or higher and all data must include a specific, verifiable source. Data without a source will result in entry disqualification. Do not include any Agency names (Ad, Media, Other) anywhere in the entry form. Answer every question or indicate "not applicable" and define your target audience in the entry. Any unanswered question will result in entry disqualification.

**5a. What was the state of the brand's business and the marketplace or category in which it competes before your effort began?**

Provide information on the category, marketplace, company, competitive environment, and/or the product/service that created your challenge. Provide competitive context (main competitor spend, position in market, etc.) and category benchmarks.

**5b. What was the strategic communications challenge?**

Define success in your category. What was going on? Provide information on the category, marketplace, company, competitive environment, target audience and/or the product /service that created your challenge and your response to it.

**5c. What were your objectives? State specific goals.**

What were the Key Performance Indicators (KPIs) against your objectives? Your entry may have one or all of the following objectives: A. Quantifiable, B. Behavioral, C. Perceptual/ Attitudinal. Give specific goals for all of these if all apply to your case. If you do not have a specific type of objective (e.g. no quantifiable objectives), state this in the entry form and explain why and why the objectives you do have are significant and challenging in the context of your category, etc. You must provide benchmark and context for your goals versus year prior and in context of competitive landscape and category.

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Explain: What was the behavioral or perceptual/ attitudinal response you were looking for in the context of your competition and category? Examples: to meet a concrete share or sales target; to obtain a specific behavioral response, to modify existing brand perceptions, to establish new product awareness.

In this section you should address the actual assignment you faced. What metrics did you have? What tools did you plan to put in place to get the measurements you needed? Were specific objectives lacking for the case? If yes, what objectives did you come up with and why are they significant? Do not retrofit objectives to results achieved - describe the actual situation you faced at the start of the case as briefly as possible, with as much specifics as possible. Judges detract for recreated objectives.

## 6a. What was your big idea?

What was the idea that drove your effort? What was at the very heart of the success in this case? The idea should not be your execution or tagline. State in one sentence.

## 6b. What was the insight that led to the big idea? How did you get to that insight?

Was your idea driven by a consumer insight or channel insight or marketplace / brand opportunity? Explain how it originated and how the big idea addressed the challenge.

Describe any research done that resulted in the insight or awareness of the opportunity. Also describe any research that revised/validated the insight or opportunity after the fact. Did you adapt your strategy as a result of new things learned in the field?

## 7a. How did you bring the idea to life?

Describe and provide rationale for your communications strategy to bring the idea to life, as born from the insights and strategic challenge described above. How did your creative and media strategies work together to reach your specific audience? Describe why certain strategies for different markets were chosen. Describe the channels you selected/why selected, justify the work and demonstrate how your idea addresses your challenge. How did the channels work together? All creative materials submitted on the 4-minute creative video should exemplify the rationale described in this section.

## 7b. What channels did you use? (Communications touch points) Check all that apply.

Indicate below all consumer communications touch points used in this case. You must provide detail in your written case and show on the 4-minute video at least one example of each communication touch point you mark below which was integral to the effort's success. You do not need to feature all elements below on the video, only those integral to the success.

- |  |  |   |
|--|--|---|
| <input type="checkbox"/> <b>TV</b>         | <input type="checkbox"/> <b>Packaging</b>      | <input type="checkbox"/> <b>Retail Experience</b> |
| <input type="checkbox"/> Spots             | <input type="checkbox"/> <b>Product Design</b> | <input type="checkbox"/> POP                      |
| <input type="checkbox"/> Branded Content   | <input type="checkbox"/> <b>Cinema</b>         | <input type="checkbox"/> Video                    |
| <input type="checkbox"/> Sponsorship on TV | <input type="checkbox"/> <b>Interactive</b>    | <input type="checkbox"/> In-Store Merchandizing   |
| <input type="checkbox"/> Product placement | <input type="checkbox"/> Online Ads            | <input type="checkbox"/> Sales Promotion          |
| <input type="checkbox"/> <b>Radio</b>      | <input type="checkbox"/> Web site              | <input type="checkbox"/> Retailtainment           |

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- |  |  |  |
|--|--|--|
| <input type="checkbox"/> Spots               | <input type="checkbox"/> Viral video             | <input type="checkbox"/> <b>Guerrilla</b>            |
| <input type="checkbox"/> Merchandising       | <input type="checkbox"/> Video skins/bugs        | <input type="checkbox"/> Street Teams                |
| <input type="checkbox"/> Program/content     | <input type="checkbox"/> Social Networking Sites | <input type="checkbox"/> Tagging                     |
| <input type="checkbox"/> <b>Print</b>        | <input type="checkbox"/> Podcasts                | <input type="checkbox"/> Wraps                       |
| <input type="checkbox"/> Trade/Professional  | <input type="checkbox"/> Gaming                  | <input type="checkbox"/> Buzz Marketing              |
| <input type="checkbox"/> Newspaper - print   | <input type="checkbox"/> Mobile Phone            | <input type="checkbox"/> Ambient Media               |
| <input type="checkbox"/> Newspaper - digital | <input type="checkbox"/> Other _____             | <input type="checkbox"/> Sampling/Trial              |
| <input type="checkbox"/> Magazine - print    | <input type="checkbox"/> <b>OOH</b>              | <input type="checkbox"/> <b>Consumer Involvement</b> |
| <input type="checkbox"/> Magazine - digital  | <input type="checkbox"/> Airport                 | <input type="checkbox"/> WOM                         |
| <input type="checkbox"/> Print partnership   | <input type="checkbox"/> Transit                 | <input type="checkbox"/> Consumer Generated          |
| <input type="checkbox"/> <b>Direct</b>       | <input type="checkbox"/> Billboard               | <input type="checkbox"/> Viral                       |
| <input type="checkbox"/> Mail                | <input type="checkbox"/> Place Based             | <input type="checkbox"/> <b>Other</b> _____          |
| <input type="checkbox"/> Email               | <input type="checkbox"/> Other _____             | _____  |
| <input type="checkbox"/> <b>PR</b>           | <input type="checkbox"/> <b>Trade Shows</b>      | _____  |
| <input type="checkbox"/> <b>Events</b>       | <input type="checkbox"/> <b>Sponsorship</b>      | _____  |

## 7c. List all other marketing components used in this effort.

You must explain in your entry the effect of the following:

- ☐ None
- ☐ Pricing Changes
- ☐ Couponing
- ☐ Leveraging Distribution
- ☐ Other \_\_\_\_\_

## 7d. Paid Media Expenditures

Paid media expenditures (purchased and donated), not including agency fees or production costs, for the effort described in this entry. Given the 'spirit' of this question use your judgment on what constitutes fees, production and the broad span that covers media – from donated space to activation costs. Check one per time frame.

### October, 2016 – September, 2017

- ☐ Under Rs.25 lakhs
- ☐ Rs.25 lakhs to Rs.1 crore
- ☐ Rs.1 crore to Rs.2.5 crores
- ☐ Rs.2.5 crores to Rs.5 crores
- ☐ Rs.5 crores to Rs.10 crores
- ☐ Over Rs.10 crores

### YEAR PRIOR:

### October, 2015 – September, 2016

- ☐ Under Rs.25 lakhs
- ☐ Rs.25 lakhs to Rs.1 crore
- ☐ Rs.1 crore to Rs.2.5 crores
- ☐ Rs.2.5 crores to Rs.5 crores
- ☐ Rs.5 crores to Rs.10 crores
- ☐ Over Rs.10 crores

**By your estimates, compared to other competitors in this category, this budget is:**

- ☐ Less    ☐ About the same    ☐ More

**Compared to prior year spend on the brand overall, the budget this year is:**

- ☐ Less    ☐ About the same    ☐ More    ☐ Not Applicable

## **7e. Owned Media and Sponsorship**

Elaborate on owned media (company owned real-estate, either physical or digital, that acted as communication channels for case content – e.g. corporate website/social media platforms, packaging, branded store, fleet of buses, etc.). Also detail any sponsorships you had or write “not applicable.”

## **8. How do you know it worked?**

Detail why you consider your effort a success. Refer to your objectives (results must relate directly to your objectives & measurement tools in 5b – restate them and provide results) and demonstrate how you met or exceeded those objectives using quantitative and behavioral metrics or other measurement tools you described. Did your effort drive business? Did it drive awareness and consumer/business behavior? Use charts and data whenever possible. Explain what x% means in your category. Explain why the results you have are significant in the context of your marketplace, category, competition and product/service. For confidential information proof of performance may be indexed if desired. Numerical results lacking context regarding why they are significant will be disregarded.

Make sure you address every objective, whether fully achieved or not. Indicate why the results you have are significant in the context of your category, competition and product / service. Do not assume judges know what equals success in your category or where your product/service and budget was before and after the effort – explain.

## **9. Anything else going on (whether or not you were involved) that might have helped drive results?**

Describe all other factors in the marketplace. Judges are industry executives - entries that omit pertinent information will be disqualified. You must answer this question or write “no other factors”. Do not leave blank.

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