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HOW TO CREATE AN EFFECTIVE BRIEF

It is our pleasure to invite you to participate in the 2021 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 cases how cases the same process that creates marketing excellence. Team work across client and agency; an in-depth understanding of the challenge, context and objectives; the insight and idea linked to the challenge; and bringing the idea to life in a way that drives measurable and meaningful results for the brand, organization, and business. We encourage participants to use the Effie process as a way to strengthen the core of creating and learning from great work.

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

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

ENTRIES SUBMISSION WILL BE ONLINE at the Effie Awards entry portal. Visit www.effieindia.com for details.

ELIGIBILITY

Campaigns that ran in India between **1st October, 2019 to 31st December, 2020 (15 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 **December 31st, 2020** – this will result in disqualification. Having a cut-off time period allows all entrants a fair time to gather results.

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

campaign, the campaign must have run in India within the current eligibility period.

THE EFFIE ELIGIBILITY RULES

The Effie eligibility period is 1st October, 2019 to 31st December, 2020 (15 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 October, 2019 to 31st December, 2020 (15 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 31st December, 2020 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 **31st December, 2020**, in this year's competition, make sure to address your future outlook. Present your case in the context of the real marketplace and timing – do not present your case in isolation.

WHO CAN ENTER?

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

HOW YOUR ENTRY WILL BE JUDGED

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

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

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

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

The Grand Effie

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

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

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

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

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

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

Scoring System

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

Challenge, Context + Objectives = 23.3%

Idea & Insight = 23.3%

Bringing the Idea to Life = 23.3%

Results = 30%

100% of final score

COMPLETING THE ENTRY FORM (WRITTEN CASE STUDY)

Your entry should tell the complete story of all advertising and marketing 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 2021 Effie India competition i.e. www.effieindia.com
2. You will have to create your own login ID and Password. You can choose up to 3 to 4 persons to enter the data by allocating the multiple ids or from one single id.
3. Please refer to the Help option for any guidance required.
4. Kindly note the Client Authorization is a MUST, you need to provide the Client Authorization Letter and upload to proceed further and successfully submit the entry.
5. 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.
6. We suggest that name of the Entrant Organization / Agency / Clients should be correctly and carefully entered and Agencies follow a uniform policy while entering. Please use the same name across all entries without any abbreviation or short forms for agency, client and media owner.
7. All creative supportings should be as follows : Videos should be in MP4 format up to a maximum of 200 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 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.

Acceptable sources can be : advertiser data, agency research or third party research companies. Use the specific name of the company to reference a source except when the source is an Agency

company (Ad, Media or other agencies). Because Effie is an agency-blind competition we require agency company research to be referenced via the term "Agency research." However, you must still be as specific as possible about this source (time period covered, research involved, etc.) The Effie Awards reserves the right to check all sources provided for accuracy.

CREATIVE SUPPORTINGS :

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: 200MB max.

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

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

“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 touchpoints 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.

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.

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 30th September, 2017), at least 1 interim years / minimum 3 years, and the most current year/ minimum 3 years (1st October, 2019 to 31st December, 2020) of the case.
- Clearly mark the year the work ran in the marketplace before (or as) the work is shown on the creative supporting.
- Clearly label the year the work ran in the marketplace before (or as) the work is shown on the reel.

GUIDELINES

- Do not include any agency names in the file name.
- Add sub titles 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.
- 200 MB maximum file size
- MP4 format

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.

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.

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 creative supportings.** 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".
3. **Including Results or Competitive Work/Logos on the creative supportings.** 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.**
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 **creative supportings**.

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 read ability 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 handwritten or low-quality cases.** Make sure to have someone read your case and check for spelling, math and grammar errors as well as hyperbole, undocumented claims, etc. before you submit.
6. **Ignoring spacing guidelines and/or formatting requirements as outlined in the entry kit or entry form, or deleting the instructions or questions from the entry form** (Written Case Study). The official entry form (written case study) including all entry form questions and their instructions, minimum 10-point font. Brevity and clarity are much appreciated by judges.
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 by the question. Any question left blank will result in disqualification.
8. **Missing Translation.** Creative materials submitted for consideration that are not in English require translation.

Entry overview checklist

Please review to ensure you have completed all steps necessary to enter the **2021** Effie India Competition:

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

You have properly entered all materials:

Step 1: Send all Entry files – includes your written case, creative supportings (not exceeding under any circumstances)

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

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

Items for Effie offline payments to be sent by email to the Effie India at support@effieindia.com, mathew@theadclub.in by all the entrants:

- Invoice copy
- Payment details

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

- Case Study in PDF format
- The case summary is your 90 word public summary of your case in pdf format
- Creative Supportings (3 minutes 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 market place ins and outs of your particular category. Be sure to provide a clear picture of the market place 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 **2021** 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 **2020** Effie-winning cases in the online showcase at www.effie.org

FIFTEEN REASONS CASES GET LOWER SCORES THAN THEY SHOULD

1. **Objectives** – Retrofitting objectives to results achieved or creating objectives after the fact rather than explaining the situation you were faced with accurately.
2. **Objectives vs. Results** – Not addressing all objectives completely in the results section. Not providing evidence that it was the marketing communications that drove the results.
3. **Target Audience** – Omitting a clear, concise description of the target audience upfront.
4. **Media Strategy** – Omitting a clear description of media strategy.

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

KEY TAKEAWAYS

Keep it simple (both creative supportings 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 a 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.

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:

Industry Categories (Categories 1-26):

1. Agricultural, Industrial & Building : All related products, materials, tools and services.

2. Automotive – Aftermarket (NON-OEM) : Gasoline, motor oil, tires, batteries, paint, quick-lube, oil change, muffler, transmission, windshield wipers, enhancements, etc.

3. Automotive – Vehicles (OEM): Cars, trucks, motorcycles, vans, both brand and model advertising.

4. Beauty : Products and services focused on beauty. Includes cosmetics, fragrances, hair products, nail products, beauty box subscriptions, etc.; beauty services such as salons, spas, etc. (For personal care items, please see the Personal Care category.)

5. Beverages Non-Alcohol : Diet and non-diet soda, coffee, tea, juices, milk, milk substitutes, bottled water, sparkling water, energy drinks etc.

6. Brown Goods & Services : Brown Goods are typically electronic appliances such as mobile phones, laptops, digital cameras, radios, audio equipment, home entertainment systems, digital media players, game consoles, smart TVs, external or integrated VR/AR devices, sound systems, etc. These electronic devices may be aimed at consumers or businesses. In addition, any business that offers services of sale, refurbishment, repair, installation etc. of these brown goods, can also enter in this category. Some examples: Retail outlets exclusively selling brown goods, digital e-stores of brown goods manufacturers, platforms that offer installation/ repair services, platforms that buy and sell refurbished brown goods etc.

7. Education: Educational products and services including schools, colleges, universities, courses/ programs, coaching classes, self-study modules, distance learning courses, subscription channels run by DTH providers, extra-curricular education programs (such as sports coaching, music coaching, arts etc.). The specific offering could be in one-to-one, one-to-many, many-to-many, live or pre-recorded formats and could be delivered online or offline. However, please note that one-off programs conducted by organisations whose core business is not education will not be eligible for this category (for example, a toy store that runs a popular toy-making workshop will not be eligible for this award)

8. Electronics : TVs, radios, mobile devices, home entertainment, laptops, tablets, cameras, computer hardware, game consoles, drones, external or integrated VR/AR devices, sound systems, etc. Electronic devices may be aimed at consumers or businesses.

9. Fashion : Brands of clothing, jewelry, handbags, accessories, eyewear, shoes, etc.

10. Finance : Financial products and services including: communications promoting overall image and capabilities of a financial institution; specific products or services including financial planning, mobile payment services, retirement funds, investment, home banking, loans, mortgage, mutual funds, traveler's checks, etc.

11. Food : Packaged and frozen foods both regular and diet/light.

12. Government & Institutional: Municipal or state economic development, lotteries, utilities (i.e. electricity conservation messages), membership drives, educational institutions / organizations, armed forces marketing communications. Includes political messages and special interest/trade group communications.

13. Healthcare Products:

- Efforts for products that are sold without a prescription that address specific health conditions.

Efforts may be targeted to healthcare professionals, patients and/or consumers. Only products that address a specific health condition should enter this category.

- Efforts for prescription required drugs that are directed to patients and/or consumers. Entrants must detail any regulatory challenges that impacted the effort.
- Efforts that were developed for devices that address specific health conditions that require a prescription for surgical placement, use or purchase.
- Efforts may be targeted to healthcare professionals and/or patients. Entrants must detail any regulatory challenges that impacted the effort. Efforts for prescription-required drugs and other healthcare products that are directed to healthcare professionals. Entrants must detail any regulatory challenges that impacted the effort.

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

15. Home Furnishings Furniture : Kitchen and laundry appliances, air conditioners, carpeting, furniture, decorator's supplies, paint, wallpaper

16. Household Supplies & Services : Cleaning products, waxes, detergents, floor-care products, fabric softeners, paper products, domestic services, mowers, fertilizers, lawn care, gardening services

17. Insurance and Related Products : Financial products that fall under the insurance category, such as term insurance, moneyback plans, ULIPs, Health Insurance and General insurance (Car, accident, fire etc.). Beyond these categories, any products where insurance is an add-on feature (eg: insurance of cab rides, flights, mobile phones etc.) can also be eligible, provided the work you enter focuses on the insurance feature and not the thing it insures. For example, if your campaign focused on screen breakage insurance as the USP for a mobile phone, it would be eligible. However if it's a campaign for a mobile phone, where insurance is one of the features being highlighted, it would be ineligible.

18. Media & Entertainment: TV networks, streaming services (audio and video), websites (entertainment, lifestyle, news, trade, etc.), magazines, newspapers, consumer or trade media, radio stations, broadcasters and related products can enter in this category. Please note that to be eligible in this category, you need to have created, curated or commissioned a majority of the content available on your platform. Any platforms that are essentially 'networks' that crowd source their content through their user base would not be eligible under this category.

19. Other Products: Products that do not fall into the other categories

20. Personal Care : Soap, dental products, face & body lotions and cleansers, cotton swabs, deodorants, feminine hygiene products, razors, shaving cream, etc. (Items focusing on beauty should be entered in the Beauty category.)

21. Professional services and solutions: This category covers digital and physical professional services such as accounting, consulting, legal, employment, etc. The mode of delivery of these services could be online, offline or hybrid and the service itself could be delivered through human intervention, pre-programmed software, groupware, SaaS and could be delivered on premise, on device or on cloud. Service aggregators who connect professionals offering these services with prospective clients can also

submit entries in this category.

22. Retail: Will consider any service where the brand engages and delivers on a customer need through one or more of the channels like Physical store, website, app, calling service etc. Such brands could offer own-brand products or could simply operate as a platform for other brands to reach customers. The only condition is that the brand that is entering the award must have played a significant role in providing the right product mix, the right ambience, the right delivery mechanism or the right customer interface so that it added significant value to the customer's buying experience. We expect that conventional retailers, department stores, e-commerce brands, aggregators and market places would be typical entrants for this award.

23. Services - Telecom and related products : Mobile network providers, high speed internet access services, online services, bundled communications (internet, telephone, and TV), etc.

24. Snacks & Desserts : Ice cream, candy, chips, cookies, bakery items, nut, fruit & vegetable snacks, popcorn, etc.

25. Sporting events: . Campaigns promoting sporting events such as tournaments, one-off matches, leagues etc. would be eligible under this category. These campaigns/ promotional activities could be commissioned by event organisers, sporting authorities, media companies airing the events or other related parties.

26. Travel & Tourism : Cruises, hotels, resorts, amusement parks, travel websites and booking services, travel tours, tourism campaigns, etc.

Specialty Categories (Categories 27 - 44):

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

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

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

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

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

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

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

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

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

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

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.

Positive Change - Environmental :

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

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

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

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

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

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

Awareness –Making the audience aware of a sustainable product, service or action.

Trial –Trying the sustainable product, service or action for the first time.

Product/Service Substitution –Switching to a more sustainable product, service or action.

Change in Use –Using a product/service more sustainably than before or taking a more sustainable action.

Enter your case into one of the following categories:

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

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

Positive Change - Social Good :

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

35A. Positive Change - Social Good – Brands : Recognizing brands that are making the world a better place by using the power of their marketing platforms for "good." This category celebrates for-profit brand efforts that effectively combined business goals with a social cause (health, education, community, family, etc) and successfully related that cause back to the company's overall brand strategy, resulting in positive business and social impact.

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

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

37. Integrated Advertising Campaign:

37A. Integrated Advertising Campaign : Products

37B. Integrated Advertising Campaign : Non - Products

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

38. Sustained Success:

38A. Sustained Success -Products

38B. Sustained Success -Services

Products or service marketing efforts that have experienced sustained success for 3 or more years are eligible for entry. At a minimum, the case results must date back to September 30, 2017 and you must include the current year’s results. Entries must have a common objective in both strategy and creative executions; with a continuation of core executional elements (e.g., spokesperson, song, theme, tagline, etc.) that demonstrates effectiveness over time.

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

Note:

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

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

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

Effie defines line extension as:

Any variation of an existing product that shares the same brand name and is in the same category as the existing product and shares the same characteristics as the parent but offers new benefit (flavor, size, package, type, etc.)

A derivative product that adds or modifies features without significantly changing the price.

Products that bear the same brand name and offer the consumer varied options (e.g. Diet version of drink).

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

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

40. Influencer Marketing : This category honors those brands that effectively worked with key influencers to reach their target audience to achieve short or long-term marketing goals. Key influencers/opinion leaders may be a social media / vertical platform leader, brand ambassador, bloggers, etc. from micro to macro.

Clearly identify what the strategy was, who your audience was, and why the influencer was important to your audience. Explain what the influencer did for your audience. Explain why the brand selected that influencer, how they were used to carry out marketing activities, and what consumer behaviors were impacted and how the business was impacted.

41. Use Of Data : Brands and retailers using data, analytics, and technology to identify and match the right shopper to the right message at the right time should enter this category. Award submissions should explain how entrants utilized data (i.e., category data, retail channel data, shopper data) to guide commercial growth strategies, support the shopper journey, and ultimately meet their business objectives and impact the purchase decision. Highlight any advanced analytic capabilities that contributed to the success of the program, such as market mix modeling, price elasticity, and Return On Investment (ROI) measurement & analysis.

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

43. The Disruptive Differentiators Award: A lot of categories tend to operate with in a framework of benefits and ideas. And often enough, some brand takes a radically different path and arrives at a completely fresh idea that changes the paradigms of the category.

Can we recognise and reward such brands for their disruptive take on the category?

What this does for us (Effie): It puts the Effie on the forefront of rewarding work that goes away from 'formulas' and breaks stereotypes in a category effectively.

44. Small Budgets:

44A. Small Budgets – Products

44B. Small Budgets – Services

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

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

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

Budget eligibility is as follows:

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

ENTERING MULTIPLE CATEGORIES - 4 CATEGORIES :

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

- a. Either one industry category and 3 other specialty categories.**
- b. 4 specialty categories.**

Special Recognitions

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

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

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

Lead agencies and clients:

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

Contributing agencies:

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

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

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

SECRETARIAT DETAILS :

The Advertising Club

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

For any further assistance please contact :

Mathew Samuel (Finance Manager) : 9820369410

Smita Khot : 9869022258

Neehar Chury : 8082763652

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Technical support : 7207160365

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

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

ENTRY FEE

As a special case considering the prevailing circumstances and overall impact of COVID the Advertising Club is happy to offer a discount of 20% on the entry fee **only for this year.**

The entry fee is Rs.21,712/- (Entry Fee is inclusive of 20% Discount and 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 the copy of the Payment Advise or UTR NO. (To be emailed to support@effieindia.com, 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 Technical support only, please email to support@effieindia.com
For Process related support, please email to smita@theadclub.in, gopal@theadclub.in
For Accounting / Invoicing support, please email to mathew@theadclub.in, neehar@theadclub.in

DEADLINE

- **Deadline 1 – 5% increase on the entry fees : from Tuesday, 27th July, 2021 to Friday, 6th August, 2021 i.e. Rs.22,798/- (inclusive of 18% GST)**
- **Deadline 2 – 10% increase on the entry fees: from Saturday, 7th August, 2021 to Saturday, 14th August, 2021 i.e. Rs.23,883/- (inclusive of 18% GST)**

SUBMISSION OF THE ENTRANT'S BANK DETAILS ARE REQUIRED AS MENTIONED BELOW:

Beneficiary Name of Vendor in Bank
Beneficiary Bank Account No.
IFSC Code

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

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

The Virtual Effie Awards Gala Ceremony will be held on Friday, 29th October, 2021.

THE Effie 2021 DATE SCHEDULE (as of date & subject to change)

Effie India 2021 - TENTATIVE SCHEDULE

WORK PERIOD 1ST OCTOBER, 2019 TO 31ST DECEMBER, 2020 (15 MONTHS)

No.	Particulars	Day	Date
1	Pre Town Hall Meeting	Wednesday	14.10.2020
2	Town Hall Meeting	Thursday	03.12.2020
3	Entry Kit sent to Effie New York with recommendations on	Friday	18.12.2020
4	Effie 2021 FINAL meeting with industry professionals	Tuesday	02.03.2021
5	Effie New York to revert with suggestions on	Tuesday	09.03.2021
6	Effie entry kit approval received from Effie New York	Tuesday	20.04.2021
7	Entry Kit on the Website	Wednesday	21.04.2021
8	Online Entry Submission starts	Monday	03.05.2021
9	Last Date to receive entries online	Monday	26.07.2021
10	First Extension for receiving the entries {5% Late Fees}	Friday	06.08.2021
11	Second Extension for receiving the entries {10% Late Fees}	Saturday	14.08.2021
12	Online Judging starting from (ROUND 1)	Thursday	26.08.2021
13	Judges to submit the score sheets on (ROUND 1)	Thursday	09.09.2021
14	Online Judging starting from (FINAL ROUND)	Monday	20.09.2021
15	Judges to submit the score sheets on (FINAL ROUND)	Monday	04.10.2021
16	Online Judging & decision on GRAND EFFIE	Thursday	14.10.2021
17	Virtual Awards Ceremony	Friday	29.10.2021