



# **effie**AWARDS

ASIA PACIFIC



**entry kit 2020**

Awarding Ideas That Work.®

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# 1 welcome

It is my pleasure to invite you to participate in the 2020 APAC Effie Awards.

The Effie Awards represent the industry's gold standard for assessing marketing efforts based on their effectiveness. As the industry evolves and the branding landscape becomes more complex, the APAC Effie Awards remain the most distinguished marketing accolade in the region. Award winners are ranked on a global Effie Index, which calculates the cumulative scores of each Effie category winner and finalist to identify the world's Most Effective agencies, brands and marketers.



Our region is home to a mind-blowing array of marketing talent and we have witnessed the bar at the APAC Effies being raised year after year. Last year, 131 finalists competed for the industry's most prestigious award for effectiveness and we are confident that the 2020 Awards season will be equally inspiring as we showcase the very best that APAC can offer.

To honour even more great work this season, we are introducing some new categories. And for 2020, each case will be eligible to enter a maximum of four categories.

To honour even more great work this season, we are introducing three new categories - *Carpe Diem*, *Media Idea*, and *Business & Marketing Disruptors*. Each case will be eligible to enter a maximum of four categories.

All of the important information about the competition is in the Entry Kit. We encourage you to take advantage of additional resources, including jury tips and sample case studies which will be made available during the entry season help you prepare your submissions.

The APAC Effie team will be happy to answer any questions that you may have. Feel free to reach them at [support.apaceffie@ifektiv.com](mailto:support.apaceffie@ifektiv.com).

I am looking forward to receiving your entries and wish you a successful journey in this 2020 Awards season!

**David Porter**  
**Chairman**  
**APAC Effie Awards 2020**



## 2 key information

### 2.1 competition calendar

#### October 2019 – January 2020

\*Cut-off time for all deadlines  
is **SINGAPORE Time 2100 hrs.**

#### Competition Open for Entries

1 <sup>st</sup> Deadline:	29 November 2019
Material Submission by:	9 December 2019
2 <sup>nd</sup> Deadline:	13 December 2019
Material Submission by:	23 December 2019
3 <sup>rd</sup> Deadline:	3 January 2020
Material Submission by:	13 January 2020
4 <sup>th</sup> & Final Deadline:	10 January 2020
Material Submission by:	20 January 2020
Last Chance Deadline:	17 January 2020
Material Submission by:	29 January 2020

#### February / March 2020

Judging Round One

#### March / April 2020

Judging Round Two

Finalist Notifications

#### May 2020

APAC Effie Awards 2020 Gala

**Qualifying Period: 1 July 2018 to 31 August 2019**

#### Qualifying Markets in Asia Pacific Region:

Afghanistan • Australia • Azerbaijan • Bangladesh • Bhutan • Brunei Darussalam  
Cambodia • China • Cook Islands • Fiji • French Polynesia • Hong Kong • India • Indonesia  
Japan • Kiribati • Korea • Laos • Malaysia • Maldives • Marshall Islands • Micronesia  
Mongolia, Myanmar • Nauru • Nepal • New Caledonia • New Zealand • Niue • Pakistan Palau •  
Philippines • Samoa • Singapore • Solomon Islands • Sri Lanka • Taiwan • Thailand Timor-Leste  
• Tonga • Tuvalu • Vanuatu • Vietnam

## 2.2 what's new in 2020

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### NEW CATEGORIES

#### 1. **Carpe Diem**

This category is looking for those brands that had the insight to know how and when to “throw a stone into a pond” and maximize the ripple effect from that initial throw.

#### 2. **Media Idea**

This is about outstanding effectiveness as a result of Media-led ideas.

#### 3. **Business & Marketing Disruptors**

This award is for efforts that grew business /brand by changing the business and/or marketing model in ways that challenges the status quo and taking risks to drive the industry forward.

Please refer to Section 8 for the detailed category definitions.

### CATEGORY LIMIT

Entrants may enter the same case into a **maximum of four categories** within the entry rules. You may submit only one product/service category and three specialty categories, or four specialty categories.

### PUBLICATION POLICY

We have updated our publication policy, please see Section 6.4 for more information.

## 2.3 eligibility & rules

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Any and all marketing communications efforts, whether full campaigns or unique efforts within a campaign are eligible to enter. Retail experience, viral, buzz, direct mail, PR, Radio, TV – any one or any multiple combination of mediums – any examples of work that demonstrate how you tackled your client’s objectives can be entered. To enter, you must detail the “why” behind the strategy and provide proof that your work achieved the results you were hired to produce.

### ELIGIBILITY

- 1 Only cases that ran within the qualifying period – **1 July 2018 to 31 August 2019** in the Asia Pacific region will be eligible to enter into Asia Pacific Effie Awards 2020.

Your case must have made an impact during this time period and the results you provide must be within this time frame. Elements of your work may have been introduced earlier and continued through this period, but your case must be based on data relative to the qualifying time period.

For Category – Sustained Success, the case must include at least 3 years of work and results that date back to **31 August 2016 or before**. Refer to the Sustained Success category definition & Entry Form in Section 8 for further information.

**Do not include results after 31 August 2019. This will result in disqualification.**

- 2 The Markets in the Asia Pacific region for this competition is defined as:  
Australia, Azerbaijan, Bangladesh, Bhutan, Brunei Darussalam, Cambodia, China, Cook Islands, Fiji, French Polynesia, Hong Kong, India, Indonesia, Japan, Kiribati, Korea, Laos, Malaysia, Maldives, Marshall Islands, Micronesia, Mongolia, Myanmar, Nauru, Nepal, New Caledonia, New Zealand, Niue, Pakistan, Palau, Philippines, Samoa, Singapore, Solomon Islands, Sri Lanka, Taiwan, Thailand, Timor-Leste, Tonga, Tuvalu, Vanuatu, and Vietnam.
- 3 Cases that ran in two or more markets may be entered into either Single Market categories or Multi-market categories, or both
  - a For cases entered into Single Market Categories, we recommend that entrants select the market with the strongest results to feature.  
Note: Should entrants feel that the case is executed or activated differently in another market and wish to enter the same case as a separate entry, please contact the Organiser for a ruling by the Judging Committee.
  - b For cases entered into Multi-market categories, entrants must present at least two markets of data and may select up to three markets to feature in the case. **It is mandatory for the data presented to be organised by markets, with results also broken down by markets.** Aggregated results may not be included.

## 2.3 eligibility & rules (cont'd)

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### 4 Entering Multiple Categories

A case may be entered into only **one** Products/Services category and multiple Specialty categories, **subject to a total maximum of 4 categories**. You may select one Products/Services category plus three Specialty categories, or four Specialty categories.

You will need to submit a separate entry each having its own set of Entry Form, Authorisation Form, Creative Materials, and pay separate entry fees.

### 5 Re-entering Past Winning Works

You may re-enter past winning case that continued running within this year's qualifying period subject to the following conditions:

- **2019 APAC Effie Gold winners** may only re-enter the same work into a category in which it did not win a Gold. 2018 and earlier Gold winners can re-enter any category.

Note: If you are interested in entering a different effort by the brand into the same category, it may be eligible for entry. Email: [support.apaceffie@ifektiv.com](mailto:support.apaceffie@ifektiv.com) for more information.

- **Past APAC Effie Silver and Bronze winners** can re-enter into any category.
- **David vs Goliath** - 2019 winning brands (Gold/Silver/Bronze) are not eligible to enter this category in the 2020 competition.
- **Sustained Success Category** - Past Gold Winners may only re-enter the same work in this category after 3 years. Gold winners from 2016 or earlier may enter.

- 6 Effie Awards does not accept test efforts into the competition.

## RULES

- 1 Each entry must be authorised by a representative each from **both client and agency**, with 2 signatories included on the Authorisation Form. This is to certify that the data submitted is accurate and a true portrayal of the case's objectives and results.
- 2 Where more than one agency has worked on the case, it has to be agreed in advanced between the involved parties which company will be making the entry. In the event that the same entry is submitted by two different entrant companies, the Organiser will notify the companies, return the case and require that the entry to be submitted once. Effies credits allow for up to eight companies to be recognised. Collaboration yields the strongest cases and companies are encouraged to credit all relevant partners and work with them to gather the data and work that will yield the most effective entry.
- 3 The Effie Awards is an agency-blind competition. **Please do not cite any agency names or logos in the Entry Form, evidence of results and creative materials that will be seen by judges.** This will lead to disqualification.

## 2.3 eligibility & rules (cont'd)

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- 4** **All data in the Entry Form must be clearly referenced and sourced.** Failure to do so can result in disqualification from the competition. (Please see Section 3.3 – Entry Form for more details on sourcing your data correctly.)
- 5** The Single Market Categories, Multi-market Categories, Positive Change: Environmental, Shopper & e-Commerce Marketing, and Sustained Success Categories make use of different Entry Forms. **Please ensure the correct Entry Form is used for the specific category you are entering into.**
- 6** Entry Forms have to be kept within the word count for each section in the Entry Portal. Charts and graphs can be presented in colour and uploaded throughout the Entry Form.
- 7** **Translation:** Entrants submitting creative materials that are not in English are required to provide translation. Translation should be done via subtitles on the 3-minute creative video. For any non- English creative materials that are NOT subtitled on the 3-minute creative video, entrants must provide written translation as an additional one translation page attached to their online Entry Form. (One page for written translation is recommended. If your translation requires more than a page, it is acceptable.)
- 8** Submissions will not be considered completed until all required forms and creative materials have been uploaded and submitted on the Entry Portal, with the **full payment made**. Only completed, paid submissions will be processed. Incomplete submissions will be disqualified with no refunds made.
- 9** The Organiser reserves the rights to split/combine/redefine categories and/or move entries to more appropriate categories, or to refuse any entry at any time
- 10** **No refunds** will be made for withdrawals once cases have been submitted. If you need to withdraw your entry at any time, please email [support.apaceffie@ifektiv.com](mailto:support.apaceffie@ifektiv.com) with a written request.
- 11** The Organiser reserves the right to disqualify any entries which do not meet the entry requirements. **No refunds** will be made for any disqualifications.
- 12** All decisions made by the Organiser in all matters relating to the competition shall be final and binding.
- 13** By entering in the 2020 APAC Effie Awards, you are deemed to have accepted that Effie Asia Pacific may contact you with regards to the Effie Awards Competition and its associated activities.



## 2.4 entry deadlines & fees

The entry fee is determined by the date on when you complete the entry application successfully. (For instance, to qualify for the 1<sup>st</sup> Deadline Entry Fee, you must have completed your Entry Application on the Entry Portal and proceeded through to the payment stage where an invoice will be generated, by 29 November 2019.)

Entrants will only be able to upload any files for submission after payment has been received by the Organiser.

All forms and creative materials have to be uploaded / submitted in the Entry Portal by the corresponding Material Submission Deadlines to enjoy the applicable fees. See the table below for corresponding dates.

### 2020 Effie APAC Competition

Deadlines	Entry Application Deadlines	Materials Submission Deadlines	Entry Fees (SGD)
1 <sup>st</sup>	29 November 2019	9 December 2019	\$990
2 <sup>nd</sup>	13 December 2019	23 December 2019	\$1,340
3 <sup>rd</sup>	3 January 2020	13 January 2020	\$1,690
4 <sup>th</sup> & Final	10 January 2020	20 January 2020	\$1,990
Last Chance	17 January 2020	29 January 2020	\$2,290

Note:

- If the Entry Materials are not received by the corresponding Material Submission deadlines, the entry will be considered withdrawn. No refund will be made for entries withdrawn.
- Effie Asia Pacific reserves the right to withdraw from the competition any entry that has not paid the relevant fees.

**FINAL CHANCE TO ENTER THE APAC EFFIE AWARDS:  
17 January 2020, SINGAPORE TIME 2100 HRS**

## 2.5 categories overview

MULTI-MARKET	
Products & Services	
SINGLE MARKET	
Products & Services Categories	Specialty Categories
Automotive	Asia Pacific Brands
Beauty & Wellness	Brand Experience - Products
Beverages - Alcohol	Brand Experience - Services
Beverages Non-Alcohol	Brand Revitalisation
Consumer Electronics and Durables	Branded Content
Restaurants	Branded Utility
Financial Products & Services	Business-to-Business
Food	Carpe Diem - Products <b>(NEW)</b>
Government / Institutional*	Carpe Diem - Services <b>(NEW)</b>
Healthcare	Corporate Reputation
Household/Home Products & Services	Data-Driven
IT /Telco	David vs Goliath
Media, Entertainment & Leisure	Influencer*
Retail	Media Ideas <b>(NEW)</b>
Travel / Tourism	Business & Marketing Disruptors <b>(NEW)</b>
Other Products & Services	Media Innovation
New Product or Service	Media Content Partnership*
	Seasonal Marketing
	Shopper & e-Commerce Marketing
	Small Budget - Products
	Small Budget - Services
	Social Media Marketing
	Sponsorship/ Events & Engaged Community*
	Sustained Success
	Youth Marketing
	<b>Positive Change</b>
	Positive Change: Environmental - Brands
	Positive Change: Environmental - Non-Profit
	Positive Change: Social - Brands
	Positive Change: Social - Non-Profit

For detailed definitions of the above categories, please refer to section 8.

# 3

## entry submission

### 3.1 procedure

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- 1 Before you begin your entry, download all necessary entry materials from **www.apaceffie.com**. This includes the Entry Kit, Entry Form Templates and Authorisation Form.
- 2 All entry submissions are done on the Entry Portal **www.apaceffie.com**. There are 2 stages to the entry submission.

#### **Stage 1- Entry Application**

Entrants are required to enter all entry details on the Entry Portal before the Entry Application Deadlines.

#### **Stage 2- Entry Materials Submission**

Entrants are required to make immediate payment, after which, the Upload of Entry Materials will be enabled to allow them to complete the entry submission.

- 3 Follow the instructions and enter all necessary fields about the case. You may save any incomplete entries at any stage and return to continue before the deadline.
- 4 Upon completing all required fields, submit your entries to generate a unique ID for each entry. A confirmation email accompanying the Payment Invoice will be sent to you.
- 5 **Entrants are advised to make payment immediately as the uploading of supporting materials will only be enabled after payment is received.** You will be notified by email once payment is received and the online Entry Form and upload function is activated.
- 6 Complete the **Online Entry Form** and upload all required materials by the corresponding Materials Submission Deadline.

#### **Note:**

Please review your Entry Application and Materials Submissions carefully. You may edit or delete your entry at any time before you click submit on the Entry Portal. Any requests for changes after an entry has been submitted will be administered by the organiser at their sole discretion, and an **admin fee of SGD\$200 applies**. Changes may not be made to entries once judging has commenced.

## 3.2 entry application

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The Entry Portal offers an easy way to see all elements required for your entry and helps in the gathering of necessary details from your team early in the process. We suggest all entrants register their entries on the Entry Portal at the start of the entry period.

The Entry Application consists of 4 Sections:

- I. **Entry Details**
- II. **Credits and Effie Index Details**
- III. **Publishing Policy & Permissions**
- IV. **Payment**

For entry to be considered submitted successfully, you must proceed through all parts up to the stage where an invoice and Entry ID is generated. Entries which are still pending or saved as draft by the entry deadlines will be considered incomplete.

### I. **Entry Details**

This portion requires you to enter the basic case information, category you are entering into, case dates, as well as details of a Client Representative to certify the entry.

**Case Data:** Check all markets where your case ran.

**Case Summary (90-word limit):** The case summary might be published if you are a winner or finalist so it is important that this is thoroughly reviewed for spelling, grammar, and accuracy. The case summary should summarise the case and its goals. Indicate objectives and how the evidence of results relates to those objectives.

### II. **Credits and Effie Index Details**

**Company Credits:** All company credits will be used to tally Index results. It's critical that all companies are credited properly - whether lead - co lead or contributing.

Space has been provided in the Entry Portal to credit 8 companies. You must credit the client and at least one lead agency. **You may credit up to 2 clients and 2 lead agencies** and they will be regarded as co-clients and co-lead agencies on the work.

**Individual Credits:** Space has been provided to credit up to ten individuals who contributed to the case. Please credit all main clients and agency team members and make sure spelling is correct. You may only credit one individual per line. All individuals listed will be credited in the Effie Awards journal (if published) and in the online Winners Showcase.

**Once the entry is submitted, credit changes will only be permitted on a case by case basis and an admin fee of SGD\$200 applies.**

For more information about Credits and Effie Index, please see **Section 6.1**.

## 3.2 entry application (cont'd)

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### III. Publishing Policy

Read through carefully and complete all fields. For more information on permissions, please see **Section 6.4 – Publication Policy**.

### IV. Payment

We accept the following modes of payment.

- **Credit Card via PayPal**

An admin fee of 4.5% applies. This amount will be reflected in the invoice.

- **Bank Transfer**

An admin fee of SGD\$20 per transaction applies.

Payment should be made in SGD and all bank charges must be covered by the entrant.

Please email a copy of the Bank Transfer Advice to **af@ifektiv.com**, indicating the Invoice Number.

Name of Account: Ifektiv Pte Ltd

Bank: OCBC Bank (Oversea-Chinese Banking Corporation Limited)

Bank Address: 65 Chulia Street, OCBC Centre, Singapore 049513

Bank Code: 7339

A/C No.: 687-703702-001

Swift Code: OCBCSGSG

- **Cheque (only for local payments in SGD)**

All cheques must be crossed and made payable to: **Ifektiv Pte Ltd**

Mail the cheque, attaching a copy of the payment invoice to:

**APAC Effie Awards 2020**

**c/o Ifektiv Pte Ltd**

**160 Robinson Road, #25-12,**

**SBF Center**

**Singapore 068914**

**Note: Our address had changed since OCTOBER 2019. If you have not updated your records, kindly do so, and ensure that your cheques are sent to the correct address.**



## 3.3 submission of entry materials

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Entrants are required to support their Entry Application with the Entry Form, Authorisation Form, Creative Materials, and a Case Image. Please note that the submission of entry materials is done on the Entry Portal and will only be made available after payment is received. An email will be sent to you once the upload function is activated.

### I Online Entry Form

You will be directed to an online form in the Entry Portal to complete the process. **Do NOT upload any PDF or Word Document.**

The Online Entry Form details your written case. Carefully review and answer the detailed instructions under each question.

Entry Form Templates can be downloaded at: **www.apaceffie.com**. Entrants can use this document to draft their responses to the Online Entry Form & collaborate with team members, partner agencies, and clients. In the Entry Portal, entrants will copy their answers to each question of the Entry Form template into the corresponding question on the Online Entry Form.

Single Market Categories, Multi-market Categories, Positive Change - Environmental, Shopper & e-Commerce Marketing and Sustained Success Category make use of different Entry Forms, **do check that you have the correct Entry Form Template.**

Review the helpful resources available on the website to prepare yourself in writing an effective case.

#### Additional Reminders:

- Complete the Entry Form and keep to the word count for each section.
- No results after 31 August 2019 may be included.
- Do not include any Agency names anywhere on the Online Entry Form.
- Do remember to reference and source all data.
- Do not include any external links in your Entry Form and Creative Materials.

### II Authorisation Form

Upload the Authorisation Form in .pdf format. It must be signed by an agency representative and a client representative (these must be real signatures; digital signatures are not accepted).

### III Creative Materials

The purpose of the creative materials/video is to showcase your creative work. **It is NOT a video of your case study to tell the entire case. At minimum, 70% of your video should be examples of your creative work.** Each creative example should be labelled by the type of media.

Your creative materials should showcase the creative that brought the big idea to life and show judges your creative work as it ran in the marketplace. It is fine to include some set-up and explanation if you feel it is necessary, but ensure that this explanation does not interfere with judge's ability to review enough examples of your creative work.

## 3.3 submission of entry materials (cont'd)

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Creative materials submitted must directly relate to the strategic objectives and results of the case outlined in the written case, and must have run in the marketplace. You do not need to feature all items in the communications touch points checklist, only those integral to the case's success that are mentioned in your written case.

For Sustained Success entries, in view of the 3+ years span for this category, you may submit up to **4-minutes of creative video**, instead of the usual limit of 3-minutes for all other categories. It must demonstrate the rationale for the continuation of the case over time and the sustained nature of the work. Feature work that ran in the 3 years - the initial year, an interim year, and the current year of the case. Clearly mark the work with the year it ran in the marketplace.

**Entries that do not label the year will be disqualified.**

If you are including non-English work, you must include translations either as subtitles in your creative materials or upload a one-page PDF of the translations **during the submission of creative materials**

**Do not include the following in all your Creative materials:**

- Competitor's works or logos.
- Agency names, logos or images.
- Results of any kind - including scrolling or number of social media likes, followers, etc.
- 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 voice over added on top of TV spots.

**Entrants may submit one of the following options:**

### **Option A – Creative showcase in PDF only**

Entrants are required to submit a maximum 12-slide PowerPoint file that showcase the integral communication touch points mentioned in the written case. Images presented in the PowerPoint may be accompanied with short notes or captions to better explain your work.

**Specifications:**

- **Maximum of 12 slides**
- **File should be converted into .pdf format**
- **File size: 5MB max.**

### **Option B: - 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.**

## 3.3 submission of entry materials (cont'd)

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### Option C: - 3 min Creative Video + Still Images

You may supplement your Creative Video with images of your work as featured on your video. These images should be compiled into a PowerPoint and uploaded as a single file in PDF format.

#### Specifications (Still Images):

- **Maximum of 2 slides**
- **File should be converted into .pdf format**
- **File size: 2MB max.**

### IV Case Image

Case Image will be used for promotional purposes (e.g. Awards Journal, online Winners Showcase, etc.). Therefore, do select one image that best represents your case.

#### Specifications:

- **Files should be in .jpg or .jpeg, CMYK format**
- **Minimum 3.5 inches at 300dpi**
- **File size: 1MB max.**

### V Formatting Requirements

**Do not include competitor's logos or their creative work** in all Creative Materials.

**Entrants may NOT include any images of creative work, screengrabs of social media or other websites, or any other pictorial elements in the written entry.** Any images of Creative work must be provided as part of the Creative examples for Judging. Charts/graphs are allowed to be included in the written Entry Form.

You are permitted to upload 3 Charts/Graphs for each section, and 5 for the results section. You may NOT upload more than one chart/graph in each space provided.

Ensure that the charts and graphs are sized so that they are legible when viewed on the Entry Portal.

#### Specifications:

- **Each image should be saved in .jpg or .png formats**
- **700 pixels wide is recommended**





## 4 judging criteria

The Jury is made up of some of the brightest and most experienced business leaders – CEOs, marketers, strategists, creative directors, media and research professionals. 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 and 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 analysing specific attributes of the work. The breakdown is as follows:

### Scoring Criteria

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	<b>Strategic Challenge &amp; Objectives</b>	<b>23.33%</b>
	<b>Idea</b>	<b>23.33%</b>
	<b>Bringing the Idea to Life</b>	<b>23.33%</b>
	<b>Results</b>	<b>30%</b>
		<b>100%</b>

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. All judging scores are carefully reviewed for evidence of biasness.

It is possible that a category may produce one, two, three or four winners of any level or perhaps no winners at all.

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

**Recusal of Judges:** A judge is not allowed to review and provide a score for entries received from their agency / company. They are required to recuse themselves from judging that particular entry. There may also be reasons other than the example provided above that might cause a judge to be recused.

### Grand Effie Award

The Grand Effie is determined from among the top winning cases based on a consensus vote by the Grand Jury. It represents the best case entered in a given year. Because of the unique time period of the category, Sustained Success winners are not eligible for the Grand Effie Award. The Grand Effie may or may not be awarded.

## Judging criteria (cont'd)

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### Special Awards

Special Awards cannot be entered and are awarded based on summation of points obtained from the Grand Effie, Gold, Silver, Bronze Awards won and finalist entries at the APAC Effie Awards 2020 only.

#### Agency of the Year Award

An agency is considered a single agency office located in a specific city. Each office is recognised as an individual agency.

#### Independent Agency of the Year Award

Agencies that are not majority-owned by a holding company are categorized as "Independent".

#### Agency Network of the Year Award

Agency network and holding company affiliations have been provided by the entrant, supplied by the official worldwide Effie partner or identified through research of key industry resources.

#### Brand of the Year Award

The Brand refers to the product or service the campaign is promoting.

#### Marketer of the Year Award

Client network and company affiliations have been provided by the entrant, supplied by the official worldwide Effie partner or identified through research of key industry resources.

### Points System

#### Lead Agencies, Brands & Marketers receive:

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

#### Contributing Agencies receive:

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

If a gold winner becomes the Grand Effie, the higher point will be awarded. (i.e. It will only be awarded 12 points. The Gold points will not be counted.)

When multiple agency offices are credited on a single winner/finalist record, agency networks and holding companies will receive only one set of points towards their respective ranking.

Note: Winners of the Special Awards do not receive points for the Effie Index. All decisions on winning results made by the Jury and the Organiser are final.



# 5 useful information

## 5.1 tips for a successful entry

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### Entry Form/Written Case

Make sure your entry covers all requirements in a clear, brief and compelling fashion. 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.

Your case should be an interesting and captivating read with well-argued facts to back it up, use of clear charts wherever possible and clear linkages between facts, objectives, insights, strategies, and results. Simply presenting results without defending them is not sufficient. Address every objective in your results section and guide judges through the results achieved.

### Reference the Data in the Entry Form

In the Entry Portal, the Online Entry Form has a **Sourcing Box** provided at the bottom of each scoring section for all references/footnotes. When submitting your responses to questions 1 – 4, you must provide a source for all data and facts. Number your sources at the end of a sentence that requires a source, and in the Sourcing Box, numerically list your citations.

All data, claims, facts, etc. included anywhere in the Entry Form must include reference(s) to a specific, verifiable source. Entries that do not state the source of the data will be disqualified. Judges are instructed to disregard data that is not properly referenced.

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). As Effie is an agency-blind competition, we require agency research to be referenced via the term “Agency Research”. This applies to all agencies, and not limited to the entering agency.

For increased specificity, entrants are encouraged to list type of agency where applicable, such as PR Agency Research, Media Agency Research, Third Party Agency Research, etc. Research Companies should be cited by name. When in doubt, please contact the organiser.

### Additional Guidance

- Be as specific as possible in documenting all evidence; provide sources of data, research involved and time period covered.
- Judges encourage third-party data where available.
- Judges are not permitted to visit external websites during the judging process. If citing a website, please list the website name, article name (if applicable), and any other relevant citation information.
- The Organiser reserves the right to check all sources provided for accuracy and completeness.

## 5.1 tips for a successful entry (cont'd)

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### Creative Materials

#### An Effective Creative Material/Video: Focus on the Creative Work!

Judges read your written case before watching the video. They know your objectives, challenge, strategy, and results, so the Creative Material should focus on showing examples of the work as it ran in the marketplace. You should not be spending too much time on explaining information that was already stated in your written case.

#### Closure Statements

If you feel it is necessary, you may only include a general statement, with no numbers stated directly or implied, to provide closure to the video. **This is not encouraged by Effie.** Judges are advised that results in the video are reason for disqualification. It is best not to include any reference to results so judges can remain focused on the merits of your case, rather than potential disqualifiers. To prevent disqualification, do review the following examples of acceptable and unacceptable 'closure' statements:

Visually, you may not include any results – **including social metrics or scrolling numbers that simulate growth**

#### Acceptable:

✓ "The brand had one of the best years yet."

#### Not Acceptable:

X "Sales increased by 20%."

X "We beat our closest competitor and became #1 in our category."

X "We received over 10,000 Facebook likes."

#### Editing Features

- Do NOT edit down creative work in order to include more backstory on your case.
- You should showcase as much examples as you can to give judges a clear understanding of what your audience experienced. You may edit down the video clips longer than 60seconds when it is necessary to do so in order to show other examples of your work. Any video elements 60 seconds or shorter must be shown in full.

### Know the Rules

- 1 Review category definitions to ensure your case is truly eligible for the category you are planning to enter.
- 2 Review the formatting requirements, entry requirements and the "Key Reasons for Disqualification" before submitting your entry.
- 3 Reference Your Data and Results. The #1 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 Entry Form. Review the guidelines in this document for sourcing your data before finalising your entry.
- 4 Make sure your entry does not include an agency's name or logo anywhere in the Entry Form or Creative Materials – Effie is an agency-blind competition. Pay particular attention to the sourcing section and ensure that this rule is complied.
- 5 Provide English translation for all non-English creative materials.

## 5.1 tips for a successful entry (cont'd)

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### How to write a winning case

- 1 Learn from Success. Take time to review past Effie-winning cases featured on the APAC Effie website.
- 2 "Be sure to provide a clear picture of the marketplace situation, category and competitive context. As this is a regional competition, it is important to explain and frame the market context as most judges don't know your category, market or what success looks like.
- 3 Concise written entries stand out. They are not only refreshing – they encourage high marks.
- 4 The entrants who build their cases from a place of honesty, authenticity, and simplicity vs marketing jargon were really the strongest.
- 5 Ensure that the "insights" somehow tie to a human behaviour. A data point is not an insight, it's what the data point means to your brand, target or audience that makes it an insight.
- 6 Connect results to objectives very clearly. Don't try to fake it and write objectives to meet existing results. Judges can tell and will criticise you for it.
- 7 Advertising principles should apply to case studies too: write them in a way that engages the judges, focus on how your campaign helped achieve your brand's objectives and don't over-complicate it. Less is more!".
- 8 Keep within the word limits in each section of the Online Entry Form. While word limits are kept broad for entrants to detail their cases, you do not need to utilise the maximum word count. Be concise as overwriting can kill your case.
- 9 Include clear, simple, relevant charts and tables. If done correctly, charts and tables allow judges to easily assess the success of the marketing initiative.
- 10 Proofread. Have a few of your colleagues unfamiliar with your brand read your case thoroughly before submitting to be sure all the elements are there without typos and that you have addressed all questions those unfamiliar with your brand may have after reading the draft.

**Star Tip:**  
**BE CONCISE. You cannot write your way into an Effie  
but you **CAN** write your way **OUT** of an Effie.**

## 5.2 key reasons for disqualification

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The following will result in disqualification.

**1 Failure to Adhere to the Effie Eligibility Rules.**

The data presented must be isolated to the market(s) entered, and the Qualifying Period (QP) of 1 July 2018 to 31 August 2019. It is fine for the work to have started running before or continue running after this period, but the results that the judges are evaluating must be within the QP. Data prior to the QP may be included for context, and must be indicated clearly. Refer to Section 2.3 for more information.

**2 Results not Referenced.**

All data, claims, facts, etc. presented anywhere in the Entry Form must reference a specific, verifiable source. The Online Entry Form has a Sourcing Box at the bottom of each scoring section for all references/ footnotes. For more information, please refer to Section 3.3 for "Sourcing your Data in your Entry Form".

**3 Agency Names/Logos**

Effie is an agency-blind competition, do not cite agency names anywhere in the Entry Form, Media Addendum or Creative Materials.

**4 Failure to follow Formatting Requirements for Entry Form**

Entrants may NOT include any images of creative work, screenshots of social media or other websites, or any other pictorial elements in the written entry. Ensure that you fully comply with the rules as stated in section 3.3 for formatting requirements.

**5 Violating the Rules for Creative Materials**

Entrant must follow the rules as outlined in the Entry Kit. This includes but is not limited to showing Competitor logos/creative work, or Results which warrants a disqualification. See full rules including guidelines on editing and content in Section 3.3 for Creative Requirements.

**6 Directing Judges to External Websites**

Entrants are judges solely on the materials presented in their written Entry and Creative materials. Entrants are not permitted to direct judges to websites for further information or further examples of their work.

**7 Missing Translation.**

All entries with non-English creative materials must include subtitles within the creative video or upload a one-page PDF documents of the translations together with the creative materials.

# 6

## credits, publication & confidentiality

### 6.1 company credits & the Effie index

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**Entries that become Finalists and Winners in the APAC Effie Awards 2020, the credits submitted will be used to tally the Effie Index results.** Since separate point values are given to lead and contributing agencies, it is critical that all companies are properly credited at time of entry.

We urge you to think carefully about your partners - clients; agencies of all types including full service, media, digital, promo, PR, events, media owners; research companies; etc.

**We request that all entrants communicate with their own corporate office and the offices of their credited partner companies and/or PR departments to ensure all client and agency company names are credited correctly. This information should be communicated to contributing companies as well.**

Differences as small as punctuation and capitalisation could impact how your company is ranked in the Index. Be sure to guide all teams entering in the competition within your office to list the company name in a consistent manner - this includes consistent capitalisation, spacing, punctuations, abbreviations, etc. This will ensure all finalist/winning cases from your company can be easily tabulated.

### 6.2 credit change request

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Both company and individual credits should be thoroughly reviewed at time of entry. Any credit change requests after time of entry will only be permitted on a case by case basis and an admin fee of SGD\$200 applies.

Credit change requests include additions, reformatting, and style changes, however, **at no time will Effie Asia Pacific permit individual or company credits to be removed or replaced.**

If a credit change request has been made after the Effie Awards Journal and Gala materials are in production, the change will only be able to be made online in the Effie Winners Showcase and the Effie Index.

### 6.3 trophies & certificates

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All winning entries receive a trophy and a certificate. The client and lead agency is the engraving default setting for all trophies, unless co-lead agencies or co-clients are designated, in which case both lead agencies/ clients would appear on the trophy.

Winners may purchase duplicate or personalised trophies as long as their name appears in the list of credits.



## 6.4 publication policy

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Entries that become Finalists and Winners in the 2020 APAC Effie Awards Competition will be showcased in various ways. Publication is at the sole discretion of the Effie Awards.

Works submitted must be original or you must have received rights to submit it.

### **Creative Materials, Case Image & Case Summary**

The Creative Materials, Case Image & Case Summary you enter into the competition becomes the property of the Asia Pacific Effie Awards and Effie Worldwide and will not be returned. By entering your work in the competition, the organisers are automatically granted the right to make copies, reproduce and display the creative materials, case summaries, and statements of effectiveness for education and publicity purposes.

Creative Materials submitted includes your Creative Showcase, Creative Video, all images and hard copy examples. The case Image is the image that best represents your case and the Case Summary refers to the 90-word public summary of your case.

### **Entry Form**

Effie Worldwide is a 501(c)(3) non-profit organisation that stand for effectiveness in marketing communications, spotlighting marketing ideas that work and encouraging thoughtful dialogue about the drivers of marketing effectiveness. In order to help fulfil this mission and provide learnings to the industry, Effies relies on entrants' willingness to share their finalist and winning case studies with the industry.

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

- **Bettering the industry.**  
By allowing other marketers to learn from your success, you are inspiring the industry to raise the bar and make their marketing better.
- **Bettering the future leaders of our industry**  
Colleges and universities use Effie case studies in their courses, and Collegiate Effie participants learn how to write their own effective submissions by learning from yours.
- **Showcasing your team's success in achieving one of the top marketing honours of the year.**  
Effie wins help attract new talent, prove the importance of marketing in business, and strengthen agency-client relationships

## 6.4 publication policy (cont'd)

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

To help alleviate confidentiality concerns, you can refer to Effie's policies on confidentiality and the publication of submissions in the next section. Entrants are encouraged to reach out to the organisers (support.apaceffie@ifektiv.com) with any questions or concerns regarding our confidentiality policies.

The Effie Awards competition offers finalists and winners the opportunity to have their written case published on the Effie Case Database, in turn helping to inspire the industry and do their part to "Make Marketing Better". The written case and creative video will be featured on the Effie Worldwide web site and/or on Effie partner web sites or publications.

We respect that entries may have information deemed confidential by the client. Please indicate in the Entry Portal your choice of publishing permission for the written entry.

**a. Publish as the case was submitted**

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

**b. Publish an edited version of the written case**

You agree to submit an edited version of your case study for publication which will be reproduced or displayed for educational purposes. You may redact any confidential information.

**c. Publish the case as it was submitted after 3 years**

The written case will be published as it was submitted after 3 years. The case will be published as it was submitted and reproduced or displayed for educational purposes

**d. Publish an edited version of the written case after 3 years**

You agree to submit and edited version of your case study for publication with will be reproduced or displayed for educational purposes after 3 years. You may redact any confidential information.

## 6.5 confidentiality

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### Judging

Judging events are held in secure locations. Judges are required to sign confidentiality agreements before judging begins. Judges cannot remove materials from the judging session and are individually matched with entries and categories that do not pose a conflict of interest. For example, a judge from the Retail will not judge the Retail Category.

### Indexing Data

While judging is confidential and entrants may select publication permission for their written case. Effie APAC understands some entrants may still have concerns regarding sensitive data/information. When presenting numerical data within the entry, entrants may choose to provide those numbers as percentages or indexes, so that actual numbers are withheld. Additionally, unless the entrants opts to all Effie APAC to publish the entry as it was submitted if it becomes a finalist or winner, only judges will see the written case as it was submitted.

# 7 submission checklist

Items	Details / Specifications
<b>Online Entry Form</b>	<ul style="list-style-type: none"> <li>To be completed on the Entry Portal</li> </ul>
<b>Creative Materials</b>  <b>Option A – Creative Showcase in pdf</b>  <b>Option B – 3-min Creative Video</b>  <b>Option C – 3-min Creative Video and Still Images</b>	<ul style="list-style-type: none"> <li>Maximum of 12 slides</li> <li>File should be converted into .pdf format</li> <li>File size: 5MB max.</li> </ul> <ul style="list-style-type: none"> <li>No more than 3 minutes in length (4 minutes for sustained success category)</li> <li>Video files should be in the format of mp4</li> <li>File size: 200MB max.</li> </ul> <p>(For Still Images)</p> <ul style="list-style-type: none"> <li>Maximum of 2 slides</li> <li>File should be converted into .pdf format</li> <li>File size: 2MB max.</li> </ul>
<b>Authorisation Form</b>	<ul style="list-style-type: none"> <li>File should be in .pdf format</li> <li>File size: 1MB max.</li> </ul>
<b>Case Image</b>	<ul style="list-style-type: none"> <li>File should be in .jpg or jpeg, CMYK format</li> <li>Minimum 3.5 inches at 300dpi</li> <li>File size: 1MB max.</li> </ul>
<b>Payment:</b>  <b>Credit Card via PayPal</b>  <b>By Bank Transfer</b>          <b>By Cheque</b> <b>(local payment in SGD only)</b>	<p>-</p> <p>Name of Account: Ifektiv Pte Ltd  Bank: OCBC Bank (Oversea-Chinese Banking Corporation Limited)  Bank Address: 65 Chulia Street, OCBC Centre, Singapore 049513  Bank Code: 7339  A/C No.: 687-703702-001  Swift Code: OCBCSGSG</p> <p>Please email a copy of the Bank Transfer Advice to af@ifektiv.com, indicating the Invoice Number.</p> <p>Cheque to be made payable to:  Ifektiv Pte Ltd and mailed to the following address:  APAC Effie Awards  c/o Ifektiv Pte Ltd  160 Robinson Road, #25-12  SBF Center, Singapore 068914</p> <p>Our address has changed since October 2019. If you have not updated your records, kindly do so, and ensure that your cheques are sent to the correct address.</p>

# 8 category definitions

## 8.1 products & services categories

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Automotive	Aftermarket – Gasoline, motor oil, tires, batteries, paint, quick-lube, oil change, muffler, transmission, auto service, etc. Vehicles – Cars, trucks, motorcycles, both brand and model advertising.
Beauty & Wellness	Personal care items such as cosmetics, fragrances, shampoos, hairsprays, soaps, deodorants, hair colouring; personal care and wellness services such as salons, spas, weight loss programmes, etc.
Beverages – Alcohol	Beer, champagne, rum, vodka, wine, wine coolers, after- dinner drinks, etc.
Beverages Non-Alcohol	Diet and non-diet soda, coffee, tea, juices, milk, milk substitutes, bottled water, sparkling water, etc.
Consumer Electronics & Durables	Audio and/or video devices such as TVs, radios, mobile devices, home entertainment (DVD/Bluray players), cameras, computer hardware, laptops, tablets, sound systems, etc.
Restaurants	Quick Service, casual dining, mid-scale and other restaurants.
Financial Products & Services	Communications promoting overall image and capabilities of a financial institution and Specific products or services including credit, charge, debit, home banking, loans, mortgage, mutual funds, traveller's checks, insurance products & services, etc.
Food	Packaged food, snacks, desserts, confections
Government / Institutional	National, municipal or state economic development; public services (i.e. electricity conservation messages, health messages, anti-gambling, etc.); and recruitment/membership drives (i.e. for armed forces, educational institutions, etc.). Includes political messages and special interest /trade group communications
Healthcare	Pharmaceuticals, general healthcare & OTC products, supplements, dental and medical care services. Health education and disease awareness programmes for consumers.
Household/Home Products & Services	Cleaning products, waxes, detergents, floor-care products, fabric softeners, paper products, domestic services, mowers, fertilizers, lawn care services. Home furnishings and appliances such as kitchen appliances, air conditioners, carpeting, furniture, etc.

## 8.1 products & services categories (cont'd)

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IT /Telco	Computer software, wireless/cellular providers, high-speed Internet access services, online services, portals, search engines and related Internet products & services (including Cloud based services), bundled communications (internet, telephone, and cable TV).
Media, Entertainment & Leisure	Media Companies: Broadcasters, magazines, newspapers, websites, consumer or trade media, radio and television stations. Entertainment/Sporting Events: Includes entertainment, sporting events and products. E.g. SEA Games, sports teams, Specific films, books, DVDs, games, entertainment apps, etc. Culture & The Arts: Plays, museums, music organizations, concert series, cultural festivals, theatre festivals.
Retail	General: stores and/or websites that provides a multiple range of non-related or generally related merchandise, which include: department stores, food retailers, and discount/bulk retailers, etc. Specialised: stores and/or websites that specialise in one particular line of products (i.e. clothing, fashion, jewellery, shoes, pet care, toys, greeting cards, etc.).
Travel & Tourism	Destinations, cruises, hotels, resorts, amusement parks, recreational, travel tours, transportation (such as trains, car rentals, taxi, buses), etc.
Other Products & Services	Product & services that cannot be defined in the other categories.
New Product or Service	<p>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. Effie defines line extension as:</p> <ul style="list-style-type: none"> <li>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. (flavour, size, package, type, etc.)</li> <li>A derivative product that adds or modifies features without significantly changing the price.</li> <li>Products that bear the same brand name and offer the consumer varied options (e.g. diet version of drink)</li> </ul> <p>Note: Your entry must be written to address how your product or 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 similar to what you would do when writing your entry to address a category situation like sustained success, etc.</p>



## 8.2 specialty categories

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### Asia Pacific Brands

This category is for brands with Asia Pacific roots that are born and bred in Asia Pacific.

Brands that are eligible for this category must originate from one of the following markets:

Afghanistan, Australia, Bangladesh, Bhutan, Brunei Darussalam, Cambodia, China, Cook Islands, Fiji, French Polynesia, Hong Kong, India, Indonesia, Japan, Kazakhstan, Kiribati, Korea, Kyrgyzstan, Laos, Malaysia, Maldives, Marshall Islands, Micronesia, Mongolia, Myanmar, Nauru, Nepal, New Caledonia, New Zealand, Niue, Pakistan, Palau, Philippines, Samoa, Singapore, Solomon Islands, Sri Lanka, Tajikistan, Taiwan, Thailand, Timor-Leste, Tonga, Tuvalu, Turkmenistan, Uzbekistan, Vanuatu and Vietnam.

### Brand Experience

#### I. Brand Experience – Products

#### II. Brand Experience – Services

This category is not for efforts that focused on TV, radio or print ads to connect with an audience. It is meant to showcase how you can create a brand experience beyond traditional advertising.

Only work that truly brought a brand or product to life – either literally or virtually – and interacted with a specific audience to achieve desired objectives should be entered.

You may have re-invented the product demo, re-imagined the 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 or brand personality – it could have been anything. As long as you can prove it truly came alive and worked.

The winners of this award will be the work that shows how advertisers are reaching out to their audiences to establish meaningful relationships, memorable, engaging experiences, and unique connections with their brands.

Entrants in the Brand Experience category must address how the brand experience related back to the overall brand strategy.

Note: As with all Effie categories, you can enter whether your work brought the brand to life as the entire marketing effort or as part of the larger marketing program.

### Brand Revitalisation

This is an award for rebirth campaigns. To enter, your brand must have experienced a downturn of several years and a period of at least six months of upturn sales. Entrants must detail the business challenge, the situation of the brand, the competitive landscape and how the effort succeeded.

Note: Your entry must address the previous marketing investment and strategy as part of the entry context. Also, provide detail on the length of the rebirth.

## 8.2 specialty categories (cont'd)

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### **Branded Content**

This category is for efforts that effectively reached their audience through the creation of original branded content that is not advertising. The award honours branded content led ideas that are the heart of the communications program. Entrants must detail the content created, how it related back to the overall brand and business goals, how it was distributed to, and shared by, the audience and the results it achieved for the brand and business.

### **Branded Utility**

This category honours marketers who are creating a product, or more likely a 'service', in response to the marketing or business challenge faced that is NOT being sold, but is part of the marketing programme itself; the intention being to reflect and reinforce the central beliefs of the brand by providing utility to consumers. Entrants must detail the product/service created in response to the challenge, explain its role and objectives, how it was communicated to the audience and the results it achieved.

Example: Free access to power at airports from a tech company, a training app for a sports brand, a new/ unique online or offline content or services that complements the brand, hosting a community that provides shared wisdom and relief to anxious parents from a 'mothers' brand.

### **Business-to-Business**

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.

### **Carpe Diem**

- I. Carpe Diem – Products**
- II. Carpe Diem – Services**

This category is looking for those brands that had the insight to know how and when to “throw a stone into a pond” and maximize the ripple effect from that initial throw.

The cases entered into this category will show how to put a brand or product/service in an intensely bright spotlight to create immediate and measurable impact.

Winners will represent those who had the insight and creativity to craft those unexpected and unconventional moments for a brand. The best examples will see live experiences, moments, stunts, and tactics, online & offline, perhaps amplified through PR, social media, digital engagement, or even the use of content created in the moment to fuel paid campaigns.

This category spotlights those effective strategic efforts that were able to generate real desired results as a direct outcome from a single significant moment of activity.

## 8.2 specialty categories (cont'd)

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### Corporate Reputation

This category is for communications that promote corporations, not exclusively their products. Includes sponsorship, image & identity. In addition to presenting metrics related to the reputation, entrants are also encouraged to also address how these metrics relate to the business of the brand and why they are important.

### Data-Driven

Data-driven media is the application of data and technology to identify and match the right audiences to the right message at the right moments.

Submissions are expected to:

- Use data to understand the audience
- Utilise personalised/ custom-tailored creative messages

These efforts should prove how they optimised media to business or brand KPIs and ROI based on the value of a custom audience. The best examples of data-driven recognise the interplay and application of automation, applied technology, and human and artificial intelligence to deliver a precise audience and achieve the best results.

Your case must detail the role data and technology played in supporting the communication efforts in achieving brand and business goals.

### David vs Goliath

This is an award for smaller, new, or emerging brands making inroads against big, established leaders and/or taking on "sleeping giants." Brands moving into a new product/service field beyond their current category and set of competitors to tackle a dominant leader are eligible.

Entrants must detail the business challenge, the competitive landscape, and how their business succeeded despite the odds. You are required to define your competitive landscape, including the market difference between the David and Goliath to demonstrate why your brand was a David. Judges will deduct from your case if you do not sufficiently prove that your brand is a David in the situation.

### Influencer

Influencer marketing is when a brand connects with a key target group who have influence over their potential customers. Influencers may come in the form of social media influencers, brand ambassadors, celebrity endorsers, journalists, bloggers etc. This category spotlights efforts that took on the challenge to identify the ultimate influencers and turn them into brand enthusiasts.

However the connection occurred, entrants of this category must establish how they got the influencer to spread the word, thereby creating an exponential positive effect on the brand's audience - one to many vs one to one influencers. Entrants must detail how the connection was used strategically to bring about tangible results that is attributed to the influencer. The cases should clearly define the influencer group, the influenced group and their significance.

## 8.2 specialty categories (cont'd)

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### **Business & Marketing Disruptors**

This award is for efforts that grew their business/brand by changing the business and/or marketing model in ways that challenges the status quo and taking risks to drive the industry forward. A marketing disruptor of any size can enter. Entrants must detail the marketing challenge, the competitive landscape and how they succeeded by changing the existing business and/or marketing model for the brand/category.

### **Media Idea**

This is about outstanding effectiveness as a result of Media-led ideas. The line between what constitutes a Creative idea and a Media idea is blurring. There are occasions when the Media idea drove the entire effort. Of course, Media cannot exist without the content, but this award is intended to recognize those cases that were led by the Media thinking - where the integration of Medium and Message led to success. The award honours Media-led ideas that are powerful enough to become the genesis of the communications program itself, to the extent that the program would not have been successful without the strategic Media idea.

Note: All entries must specifically address what was innovative and the results achieved. Write the entry to address the category situation and provide clear articulation of how the Medium was used innovatively.

### **Media Innovation**

Changing the rules to maximise impact. This award will showcase those who had the insight and creativity to change the way a particular media channel is consumed. The award will go to those who reached out of the conventional approach to grab their audience and effectively engage with them.

Whether the effort was one execution or multiple, and/or used one engagement channel or multiple - the work must represent new and creative usage of the media channels we know and love, or have not yet met.

### **Media Content Partnership**

This category focuses on efforts based on partnerships between a brand and a media owner/ platform to create and activate original media content beyond traditional advertising. These partnerships demonstrate the innovative consumer connections that media companies can develop for advertisers via integrated communication channels centred on creative and strategic content. Each activation channel is critical to delivering the overall effectiveness and impact of the campaign and shows the value media companies can deliver.

### **Seasonal Marketing**

Seasons, holidays and events allow marketers the opportunity to build strategic communications based on the time-based interests of their target audience. This category will honour those efforts that effectively capitalized on a season, holiday or cultural event to drive results for their business.

### **Shopper & e-Commerce Marketing**

This category is for campaigns that are specifically designed to engage a target group of shoppers either in the traditional retail or e-commerce space (or both). The entry should demonstrate how brands leverage insight gleaned from shopper behaviour in either of offline and/or online worlds to create integrated and engaging journeys and experiences that influence purchase.

Note: There is a special Entry Form for the Shopper & e-Commerce Marketing category.

## 8.2 specialty categories (cont'd)

### Small Budget

- I Small Budget - Products
- II Small Budget - Services

Cases eligible for this category must represent the only communications efforts for this brand during the qualifying time period. To be eligible, an entry may not be for a line extension, a sub brand, or have an overarching brand campaign to support it and the budgets are banded as below. Cases working with a budget of the following values or less are eligible for entry. Value of donated and non-traditional media as well as activation costs must be included.

Markets	Value (USD)
Australia, China, Japan, South Korea	Under \$1 million
Hong Kong, India	Under \$500,000
Indonesia, Malaysia, New Zealand, Philippines, Singapore, Taiwan, Thailand, Vietnam	Under \$250,000
Rest of Asia Pacific markets	Under \$100,000

Note: Your entry must be written to address why your case is considered a small budget, drawing references to factors such as market size, KPIs, etc.

### Social Media Marketing

This category is for campaigns that set out with the explicit purpose of using social as the primary communication channel or have social at their heart. The kind of idea that is specifically designed to take advantage of the socially connected consumer and the influence of social. Judges are looking for campaigns that begin with a social idea, as opposed to advertising or integrated campaigns with a social media element. They will need a clear rationale for why social was the right way to tackle the client's brief, and evidence of how social activity measurably and materially drove the commercial result. It is not enough to count the number of impressions, likes or shares. You will need to measure and prove the commercial value of social through the direct effect it had on consumer behaviour or perceptions and demonstrate correlation with the achieved business results.

## 8.2 specialty categories (cont'd)

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### Sponsorship/Events and Engaged Community

This category is about managing effective engaged communities. This may be through:

- The use of sponsorship and/or events to build strategic communications objectives, and/or
- The use of experiences, content creation, platforms, news, etc. to effectively manage the communities to share, act or amplify messages in a way that directly relates to the brand's goals.

Your entry should demonstrate how the campaign successfully capitalised on either or both of these in connecting with the target audience to deliver results.

### Sustained Success

Products or service communications 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 31 August 2016, and you must include the current year's results. Entries submitted for competition must have a common objective in both strategy and creative executions; with a continuation of core executional elements (Ex. 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 for the Sustained Success category.

### Youth Marketing

This category will honour those efforts that successfully communicate to the youth market (aged 0-24).

Your entry should be written in a way that identifies how the case was created and directed to this audience with directly or via relevant influencers (families, parents, etc.) and how it succeeded. For efforts targeting children, it can be helpful for judges to include any relevant information on the restrictions your team faced in marketing to children.

### Positive Change: Environmental

- I **Positive Change: Environmental – Brands**
- II **Positive Change: Environmental – Non-Profit**

The Positive Change: Environmental Categories celebrate the most effective marketing programs that have measurably shifted audience behaviour toward more environmentally sustainable choices, and/or grown demand for more sustainable products and services by incorporating environmentally-conscious messaging into their marketing communications.

Winners of this award will showcase how effective marketing communications that incorporate sustainable strategies can make a positive difference for brands and for the environment. Efforts entered must have as one of their main strategic objectives changing audience behaviour of towards more environmentally sustainable choices and sustainability must be a part of the marketing messaging.

## 8.2 specialty categories (cont'd)

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Criterion for this award is the result of behaviour 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 or service for the first time
- Product / Service Substitution – Switching to a more sustainable product or service
- Change in Use – Using a product/service more sustainably than before

Note: There is a special Entry Form for the Positive Change: Environmental categories.

### **Positive Change: Social Good**

The Positive Change: Social Good Categories celebrate communications programs proven effective in addressing a social problem or in expanding an existing program in ways that benefit our society or our planet. 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 did not. Any and all marketing communications efforts, whether full campaigns or unique efforts within a campaign are eligible to enter as long as measurable results exist.

#### **I. Positive Change: Social Good – Brands**

Recognising brands that are making the world a better place by using the power of their communications 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.

#### **II. Positive Change: Social Good – Non-Profit**

Recognising non-profit organisations and associations whose communications efforts have effectively driven positive change for society and contributed back to the organisation’s purpose. Campaigns must show measurable impact and proven results in support of the cause.

## 9 final notes

When preparing your entries for the competition,

- Be sure you answer **ALL** questions. Provide category context and clearly link your challenge, strategy, and results. Explain who your audience is and why they are your audience. Explain why your results are significant. Connect the dots between your challenge, insights, idea, communications strategy, and results. Make your case.
- Make sure to link your success and results together. If you achieved x social engagement, how did it relate to your awareness, perceptual and business goals and the brand's future plans? How does it compare to past achievement by the brand, category and industry as a whole? Why was it ambitious to achieve in the context you were operating in and how can you prove that the effort was what drove the achievement?
- Review all entry materials, read helpful resources such as Tips and Jury's Advice available on the Effie Asia Pacific website - [www.apaceffie.com](http://www.apaceffie.com)
- After writing your entry, ask people not affiliated with the case to review it. What questions do they have? Where is there confusion? What questions were not answered? Is your information laid out clearly? Remember, judges may not be familiar with the category or competitive environment of your brand - explain why your objectives and results are important and significant.
- Contact past Effie judges at your company and ask them to review your work.
- Review the case studies of past Effie-winning cases featured on the Effie Asia Pacific website.

## 10 contact information

For any questions regarding the entry submission, materials submission, categories, rules, etc., please contact the Effie Asia Pacific Team at:

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