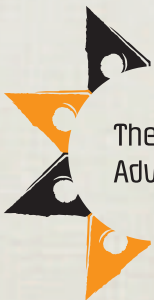




2016  
**effie**  
**awards**  
asia pacific

**entry kit**

Organised by:



The Confederation of Asian  
Advertising Agency Associations

Co-organised & Managed by:

**tenasia**



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## 1 • welcome message

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Welcome to the APAC Effie Awards 2016.

We are entering the third edition of the Awards this year. Albeit a relatively young programme in the region, APAC Effie has slowly established itself to be the one award that marketers and agencies look upon in anticipation as convention of the most outstanding works in Asia Pacific.

It is with absolute pleasure that we invite you to be a part of the 2016 Awards, an honourable celebration of "Ideas that work".

As the standard of marketing campaigns continues to rise with each year, the Awards sees more entries that have demonstrated impressive ideas and executions as well as delivered remarkable results. As the competition gets tougher, there's no doubt that an Effie win will become even more desirable.

This year, we are introducing a new category – Real Time Marketing Category to reflect the increasing speed at which business operates today and the acceleration of marketing communications in our industry. With nearly two-thirds (76%) of global marketers using some form of real-time marketing today, it is essential that we recognise ideas that work in this category. Please refer to the Entry Kit for more details on entry submission.

Another initiative we wish to highlight is the Effie Effectiveness Index, a global ranking announced by Effie Worldwide annually, which identifies and ranks the most effective marketers, brands by analysing finalist and winner data from worldwide Effie competitions. Points obtained from all Effie programmes add up to the total points in determining the ranking.

To help entrants more effectively enter their cases, we continue to share useful resources via the APAC Effie website ([www.apaceffie.com](http://www.apaceffie.com)) and the upcoming regional roadshows. We encourage all to take full advantage of them, so do look out for more updates.

We look forward to your participation in the awards. All the best!

**Cheuk Chiang**  
Chairman  
APAC Effie Awards 2016

## 2• key information

### 2.1• competition calendar

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#### October – December 2015

\*Cut-off time on all deadlines  
is at SGT 2100 hrs.

#### Competition Open for Entries

On Time Deadline:	23 November
Material Submission by:	4 December
Extended Deadline:	7 December
Material Submission by:	18 December
Final Deadline:	21 December
Material Submission by:	30 December

#### January 2016

Judging Round One

#### February 2016

Judging Round Two  
Finalist Notifications

#### April 2016

APAC Effie 2016 Awards Gala

**Qualifying Period: 1 July 2014 to 30 September 2015**

Qualifying Countries in Asia Pacific Region:

Australia • Bangladesh • Bhutan • Cambodia • China • Cook Islands • Fiji  
 French Polynesia • Hong Kong • India • Indonesia • Japan • Kazakhstan  
 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 • Uzbekistan • Vanuatu • Vietnam

## 2• key information

### 2.2• what's new for 2016

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#### New Category

##### **Real-Time Marketing**

This category is for all communications where companies, brands or products have obtained results from real-time conversation that happens in social networks and real-time platforms. These cases may have created or responded to conversations with real-time brand content, promotional campaigns, customer service or brand activations.

*Note: Refer to Section 8 for full Category Definitions.*

#### New Special Awards

##### **Brand of the Year Award**

This award recognises the most outstanding brand from submissions across all the categories. This will be presented to the brand that has obtained the highest added points from the Grand Effie, Gold, Silver, Bronze Awards won and finalist entries at the APAC Effie Awards only.

##### **Marketer of the Year Award**

This award recognises the marketer or client that has achieved the best collective performance across all its brands and local affiliations in the region. This will be presented to the brand that has obtained the highest added points from the Grand Effie, Gold, Silver, Bronze Awards won and finalist entries at the APAC Effie Awards only.

*Note: Refer to Section 4 for Points Structure.*

## 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 have run between the qualifying period - **1 July 2014 to 30 September 2015** will be eligible to enter into APAC Effie Awards 2016. 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, results must minimally date back to **2013** and **at least 3 years of results** is required. Refer to the Sustained Success category definition & entry form for further information.

**Do not include results after 30 September 2015. This will result in disqualification.**

- 2 Only cases that have run in the Asia Pacific region as defined below may enter in the competition.

\* Countries included in the Asia Pacific region are Australia, Bangladesh, Bhutan, Cambodia, China, Cook Islands, Fiji, French Polynesia, Hong Kong, India, Indonesia, Japan, Kazakhstan, 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, Uzbekistan, Vanuatu and Vietnam.

- 3 Cases that run in two or more countries may be entered into either Single Market categories or Multi-market categories, or both.
  - a For cases entered into Single Market Categories, entrants should select one 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 country, with results also broken down by country.**  
 Aggregated results may not be included.

## 2.3• eligibility & rules (cont'd)

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- 4 Category entry:
  - a A case can be entered into only **one** Products and Services category and multiple Specialty categories.
  - b A case which is entered into the **New Product or Service Category** may not be entered into its corresponding product/service category; however, it may be submitted into other specialty categories if it meets the category definition.
- 5 Re-entering past winning work:
  - a Past APAC Effie Gold winners can re-enter the same work into a category in which it did not win a Gold in the previous year competition.
  - b Past APAC Effie Silver and Bronze winners can re-enter into any category.
- 5 Effie Awards does not accept test efforts into the competition.

### Rules

- 1 Each entry into an additional category is considered as an individual entry, where a separate set of Entry Form, Authorisation Form, Creative Materials and Payment has to be submitted.  
*Note: Entry form/written case should be customised for each new entry to best describe how the case has performed well in the context of the particular category – judges frequently note that they can tell when a standard entry has been reused for multiple categories.*
- 2 Where more than one agency have 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. Effie's credits allow for up to six 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 You may submit cases that have been entered into national Effie programs in Asia Pacific, as long as they have run between the qualifying period - **1 July 2014 to 30 September 2015** and have data relative to the qualifying time.
- 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.)

## 2.3• eligibility & rules (cont'd)

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- 5 Entries 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.
- 6 The Single Market Categories, Multi-market Categories, Shopper 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.
- 7 Entry forms have to be completed in standard black font, 10-point or larger, and kept to the page limit as specified in the Entry Form. Additional pages will be removed and will not be seen by judges. Handwritten submissions will not be accepted. Charts and graph can be presented in colour.
- 8 **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 written entry form. (One page for written translation is recommended. If your translation requires more than a page, it is acceptable.)
- 9 Submissions will not be considered completed until all required forms and creative materials have been uploaded and submitted online, with the full payment made. Only completed, paid submissions will be processed. Incomplete submissions will be disqualified with no refunds made.
- 10 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.
- 11 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.
- 12 No refunds will be made for withdrawals once cases have been submitted.
- 13 The Organiser reserves the right to disqualify any entries which do not meet the entry requirements. No refunds will be made for any disqualifications.
- 14 All decisions made by the Organiser in all matters relating to the competition shall be final and binding.



## 2.4• entry deadlines & fees

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Entries will not be accepted if they are not accompanied with the correct entry fee payment. The entry fee is determined by the date on when your entries are successfully submitted online. (For instance, to qualify for the On Time Deadline Entry Fee, you must have entered your cases online and proceed through to the payment stage where an invoice will be generated, by 23 November 2015.)

**Note:** 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 and submitted online by the corresponding Material Submission Deadlines. Thereafter, it will not be possible to upload the materials after the deadlines.

### 2016 APAC Effie Competition

Deadlines	Entry Deadlines	Materials Submission Deadlines	Entry Fees (SGD)
On Time	23 November 2015	4 December 2015	\$900
Extended	7 December 2015	18 December 2015	\$1,000
Final	21 December 2015	30 December 2015	\$1,100

**Note:**

- Note: Entries will not be accepted if they are not accompanied with the correct entry fee payment.
- Entries which are incomplete by the corresponding submission deadlines will not be processed and therefore will not be entered into the competition. Entry materials that may arrive post-submission deadlines will be disregarded.

**LAST CHANCE TO ENTER THE APAC EFFIE AWARDS:  
21 DECEMBER 2015, SGT 2100 HRS**

## 2.5• categories

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Entrants may enter their cases under Single Market or Multi-market categories or both, depending on whether the cases have run in one market or across multiple markets in APAC.

**Single Market Categories** are open to all cases, whether they have run in a single market or across multiple markets. Entrants should select one market with the strongest results to feature and enter the success for that selected market.

**Multi-market Categories** are for cases that have run across two or more markets in Asia Pacific. Entrants may select **up to three markets** to present their case.

Entrants can enter their cases into multiple categories within the entry rules:

- i A case can only be entered into **one** Products and Services Category and multiple Specialty Categories.
- ii A case which is entered into the **New Product or Service Category** may not be entered into its corresponding product/service category; however, it may be submitted into other specialty categories if it meets the category definition.

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.

The Effie Awards reserves the rights to split/combine/redefine categories and/or move entries to more appropriate categories, or to refuse any entry at any time.

## 2.4• categories overview

### Single Market Categories

#### Products & Services Categories

Automotive  
 Beauty & Wellness  
 Beverages – Alcohol  
 Beverages Non-Alcohol  
 Consumer Electronics and Durables  
 Corporate Reputation/Professional Services  
 Restaurants  
 Financial Products & Services  
 Food  
 Government / Institutional  
 Healthcare  
 Household / Home Products & Services  
 IT /Telco  
 Media, Entertainment & Leisure  
 Real Estate  
 Retail  
 Travel / Tourism  
 Other Products & Services

#### Specialty Categories

Asia Pacific Brands  
 Brand Experience  
 Brand Revitalisation  
 Branded Utility  
 Business-to-Business  
 David vs Goliath  
 GoodWorks - Brand  
 GoodWorks - Non Profit  
 Media Innovation  
 New Product or Service  
 Real-Time Marketing  
 Shopper Marketing  
 Small Budget - Products  
 Small Budget - Services  
 Sponsorship & Event Marketing  
 Sustained Success  
 Youth Marketing

### Multi-market Categories

#### Products & Services Categories

Products  
 Services

## 3• entry submission

### 3.1• procedure

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- 1 Before you begin your entry, download all necessary entry materials from the website: **www.apaceffiie.com**. This includes the Entry Kit, Entry Form and Authorisation Form.
- 2 All entry submissions are done online. There are 2 stages to the entry submission. Stage 1 requires entrants to enter all entry details online before the Entry Deadlines. Stage 2 requires entrants to make payment and upload/submit all relevant forms and materials to complete their entries before the corresponding Material Submission Deadlines.
- 3 Begin your entry submission at **www.apaceffiie.com**. 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.  
Note: Make sure you have on hand the credits details for your case in order to complete this portion.
- 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 upload function is activated.
- 6 **Upload all required materials online by the corresponding submission deadline, otherwise the entry will not be considered.**

**Note:**

- *All required materials have to be uploaded and submitted online by the corresponding Materials Submission Deadlines in order for submissions to be considered completed.*
- *Entries which are incomplete will not be entered into the competition.*
- *You may edit or delete your entry at any time until you click submit. Once entries are submitted, you will not be able to make any changes without contacting the Organiser. Requests to make changes are permitted at the discretion of the Organiser and an admin fee of SGD\$200 applies. Changes will not be made to any entries after judging has started.*

## 3.2• online entry submission

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**We suggest all entrants register their entries in the online entry area at the start of the entry period. The online system 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.**

All entries must be submitted online via the Entry Submission area. You may edit, save or delete an entry at any time until you hit the "Submit" button.

The Online Entry Submission consists of 4 parts.

- 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.

### II) Credits and Effie Index Details

**Case Data:** Check all countries where your case has run.

**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.

**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. We strongly advise that entrants communicate with their other agency offices, corporate office, and /PR department to ensure all company names are entered correctly. This information should be communicated with contributing companies as well.

Space has been provided in the online entry area to credit 8 companies. You must credit the client and at least one lead agency. You may credit two agencies as "lead agencies" and they will be regarded as co-lead agencies on the work.

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.

## 3.2• online entry submission (cont'd)

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**Individual Credits:** Space has been provided to credit up to ten individuals who contributed to the case. Please credit all main client 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 Effectiveness Index, please see **Section 6.1**.

### III) Publishing Policy & Permissions

Read through carefully and complete all fields. For more information on permissions, please see **Section 6.3 - Publication Permissions**.

### IV) Payment

We accept the following modes of payment. A 7% Goods & Services Tax (GST) is applicable to all Singapore based companies.

- **Credit Card via PayPal**  
An admin fee of 4% 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.

Name of Account: Tenasia Group 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.: 647-395508-001  
Swift Code: OCBCSGSG

Please email a copy of the Bank Transfer Advice to [af@tenasia.com.sg](mailto:af@tenasia.com.sg), indicating the Invoice Number.

- **Cheque (only for local payments in SGD)**  
All cheques must be crossed and made payable to: **Tenasia Group Pte Ltd**  
Mail the cheque, attaching a copy of the payment invoice to:

APAC Effie Awards  
c/o Tenasia Group Pte Ltd  
36 Purvis Street, #02-08  
Singapore 188613

### 3.3• entry form

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The Entry Form details your written case. Carefully review and answer the detailed instructions under each question. **Do not include any Agency names anywhere on the Entry Form as it will lead to disqualification.**

Entry Form can be downloaded on the website: [www.apaceffiie.com](http://www.apaceffiie.com). Single Market Categories, Multi-market Categories, Shopper Marketing and Sustained Success Category make use of different Entry Forms. Please ensure the correct Entry Form is used for the specific category you are entering into. The completed form has to be uploaded online for submission.

Make sure your entry covered all entry form 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, strategy, 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.

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

#### **Additional Reminders:**

- **Ensure that the Entry ID is indicated on the Entry Form.**
- **Complete the Entry Form in standard black font, 10-point or larger, and keeping to the page limit. Handwritten submissions will not be accepted.**
- **No results after 30 September 2015 can be included.**
- **Source all data in your entry. Judges are instructed to disregard data that is not properly sourced.**

#### **Sourcing your Data in the Entry**

All data, claims, facts, etc. included anywhere in the entry form 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 entry form either by listing the specific source next to each piece of data or in clearly marked footnotes at the bottom of each relevant page.

### 3.3• entry form (cont'd)

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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.)**

Note: If a source comes from an agency, even if it is not your own, it should still be referred to as "Agency research" to prevent disqualification. The Organiser reserves the right to check all sources provided for accuracy.



## 3.4 • submission of forms & creative materials

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Entrants are required to support their submission with the Entry Form, Authorisation Form, Creative Materials and a Case Image. **Uploading of these files is done online and will only be made available after payment is received. An email will be sent to you once the upload function is activated.**

- I **Entry Form:** Upload your Entry Form in both .pdf and .doc format. Ensure that the Entry ID is quoted.
- 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).
- III **Creative Materials:**

**Creative materials should showcase the creative that brought the big idea to life. This is not an account of your written case. It is a way to show your creative work as it ran in the marketplace.** 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.

Show the “how-when-where” you connected with your audience; include at least one example of each of the integral communications touch points mentioned in your written case. 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. **Do not include results of any kind in your Creative Materials.**

If you are including non-English work, you must include translations either as subtitles or as an added page page to your written Entry Form.

For Sustained Success entries, Creative Materials 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 with the year the work ran in the marketplace at the start of the Creative Materials. Entries that do not include labeling of the year will be disqualified.

Creative Materials becomes the property of the Effie Awards and will not be returned. The Effie Awards is granted the right to make copies of selected creative material for education and publicity purposes.

**To avoid disqualification, do not include the following in your creative materials:**

- **Competitive work 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 work that you do not have the rights to (e.g. music/images that are not part of your creative work).**

## 3.4• submission of forms & creative materials (cont'd)

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

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

This option is recommended for entries that do not include a TVC/video/audio component as part of the case.

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: - 4 min Creative Video only**

Option B is advised for entries which have a TVC/video/audio component in its case.

You are required to show complete commercials - except where editing is necessary because of time (e.g. events, guerrilla marketing activities, sampling, branded content in TV or games, etc.).

#### **Editing Features**

Commercials/video content longer than 90 seconds may also be edited for time, but only if this is necessary to include other elements. Examples of any integral print, direct mail, etc. elements must be included in the video.

You can use editing features such as voiceover, text, etc., to better explain the work shown. You cannot include on the reel any work that you do not have rights to (e.g. music/images that are not part of your creative work).

#### **Closure Statements**

You may only include a general statement, with no numbers included, to provide closure to the video if you feel it is necessary. Judges are advised that results in the video are a reason for disqualification. Please review the following examples of acceptable and unacceptable 'closure' statements:

##### **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."

## 3.4 • submission of forms & creative materials (cont'd)

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### Specifications:

- No more than 4 minutes in length.
- Video files should be in the format of mp4
- File size: 200MB max.

### Option C: - 4 min Creative Video + Still Images

You may supplement your Creative Video with images of examples of work featured on your video that judges will benefit from seeing as a still image (e.g. extensive text on a magazine or newspaper ad, on an internet web page, on a direct mail piece, etc.). 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 Promotional purposes (eg. Awards Journal, online Winners Showcase, etc) . Therefore, do select one image that best represents your case. Online work must be screen shots at 100% of size for best reproduction.

### Specifications:

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

## 4• judging criteria

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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 analyzing specific attributes of the work. The breakdown is as follows:

### Scoring Criteria

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•	<b>Strategic Challenge &amp; Objectives</b>	<b>23.3%</b>
•	<b>Idea</b>	<b>23.3%</b>
•	<b>Bringing the Idea to Life</b>	<b>23.3%</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 insure they work seamlessly together before submitting your entry.

**Recusal of Judges:** A judge is not allowed to review and provide a score for any entries from their agency / company – they are therefore required to recuse themselves from judging that particular entry. There may be reasons other than the example provided that might cause a judge to recuse himself from judging a specific case or category.

## 4• judging criteria

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### Grand Effie Award

The Grand Effie is determined from among the top winning cases based on a consensus vote by the Jury. (Because of the unique nature of the category, Sustained Success winners are not eligible to the Grand Effie Award.) The Grand Effie may or may not be awarded.

### 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 only.

### Agency of the Year Award

This award recognises the agency that has made the most significant contribution to the success of their clients. All agencies that have submitted entries will be eligible for this award.

### Agency Network of the Year Award

This award recognises the agency network that has shown the most outstanding performance in terms of consolidated efforts from its individual agency offices in the region.

### Brand of the Year Award

This award recognises the most outstanding brand from submissions across all the categories.

### Marketer of the Year Award

This award recognises the marketer or client that has achieved the best collective performance across all its brands and local affiliations in the region.

### 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. (ie. 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 Agency, Agency Network, Brand and Marketer of the Year Awards do not receive points in the Effie Effectiveness 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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- 1 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.
- 2 Identify the competitive landscape. Be sure to provide a clear picture of the marketplace situation, category and competitive context. It is important to explain and frame the market context, given that this is a regional competition. Judges frequently disregard entries that fail to give this context as it is not possible to evaluate the significance of the results achieved without it.
- 3 Be concise. Use the space and pages provided in the Entry Form and keep within the page limit.
- 4 Include clear, simple, relevant charts and tables. If done correctly, charts and tables allow judges to easily assess the success of the marketing initiative.
- 5 Know the rules. Review the formatting requirements, entry requirements and the "10 Reasons for Disqualification" before submitting your entry. Review category definitions to ensure your case is truly eligible for the category you are planning to enter.
- 6 Source 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.
- 7 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.
- 8 Provide English translation for all non-English creative materials.
- 9 Tell judges why it was successful. For every objective provide clear, sourced results and provide context for judges to judge those results and objectives. Restate your objectives and KPIs in the results section. 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.

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

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- 10 Be compelling. Your entry should be stimulating to read. Tell the judges a compelling story with facts to back it up.
- 11 Learn from Success. Take time to review past Effie-winning cases featured on the APAC Effie website.
- 12 Proofread. Have a few of your colleagues unfamiliar with your brand read your case through before submitting to be sure all the elements are there without typos and you have addressed all questions those unfamiliar with your brand may have after reading the draft.
- 13 Customised written case to specific categories. If the same case is entered into multiple categories, entrants are advised to customise the written case in the best way to demonstrate how the case has performed well in context to the specific category it is entered into.

## 5.2• 10 key reasons for disqualification

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The following will result in disqualification and entry fees will be forfeited.

**1 Results not referenced.**

All data, claims, facts, etc. presented anywhere in the Entry Form 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 Entry Form. 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.). The Organiser reserves the right to verify accuracy and completeness for all sources.

**2 Not enough information.**

You must include in the Creative Showcase or Creative Video at least one example of all communication touch points detailed in the entry form that was integral to the case's success.

**3 Agency names / logos published in the Entry Form and/or Creative Materials.**

Effie is an agency-blind competition – do not cite agency names anywhere in the entry form 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".

**4 Including Results on your Creative Materials.**

You are not allowed to include results of any kind on your creative materials. Refer to the Section 3.4 for Creative Requirements instructions in this document.



## 5.2• 10 key reasons for disqualification (cont'd)

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### 5 Using graphics, screenshots, or colored font in Entry Form.

Charts & Graphs can be used anywhere in the entry form and are welcome by judges. Do not include logos, graphics, pictorial elements, or other creative materials as part of your written answers. All text that appears in the answer sections of the Entry Form must be in standard black font. Colored fonts will not be accepted in those sections. It is fine (and recommended) to use readability style effects like bullets, bold, white space, etc. throughout the entry form.

Do NOT include screen grabs of your creative work in the written case. These should go on your Creative Showcase or Creative Video.

### 6 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.

### 7 Ignoring spacing guidelines or deleting the instructions or questions from the Entry Form.

The Written Case must be kept to the page limit as indicated in the Entry Form (not including the translation page(s) when applicable), minimum 10-point font. If you exceed the page limit, all additional material will be removed and will not be seen by judges. Brevity and clarity are much appreciated by judges.

### 8 Submitting an incomplete Entry Form.

You must fill out every section of the entry form – 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 under the question. Any question left blank will result in disqualification.

### 9 Missing Translation.

All entries with non-English creative materials must include a translation page at the end of your Entry Form (subtitles within the creative video are also acceptable).

### 10 Missed Deadline.

The final deadline for online entry submission is **21 December 2015, SGT 2100 hrs.** All payment and supporting materials must be uploaded online and received by the Organiser by 30 December 2015, SGT 2100 hrs.

## 6• credits & publication

### 6.1• company credits & the effie effectiveness index

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**If your case becomes a finalist or winner of the APAC Effie Awards 2016, the credits submitted will be used to tally the Effie Effectiveness 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. Please ensure that all credits are submitted correctly at the time of entry.

### 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 will require an admin fee of SGD\$200. Credit change requests that will incur a fee include additions, reformatting, and style changes.

**At no time will APAC Effie 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 are in production, the change will only be able to be made online in the Effie Winners Showcase and the Effie Effectiveness Index. APAC Effie reserves the right to refuse any credit change requests.

### 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 clients are designated, in which case both lead agencies/clients would appear on the trophy.

If your case is a winner, you can purchase duplicate or personalised trophies and certificates with your choice of credited agency(s) listed after the awards.

## 6.4• publication permission

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Entries that become Finalists and Winners in the 2016 APAC Effie Awards Competition will be showcased in various ways. Publication is at the sole discretion of the Effie Awards.

Work 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 Effie Awards and Effie Worldwide and will not be returned.

By entering your work in the competition the Effie Awards is automatically granted the right to make copies, reproduce and display the creative materials & case summaries for education and publicity purposes such as but not limited to the Effie Awards Journal, Website, Partner Websites, Newsletters, Programming/Conferences and Awards Gala.

Creative Materials submitted to the Effie Awards includes your Creative Showcase, 4-minute Creative Video, all images and hard copy examples. Case Image is the image that best represents your case and the Case Summary refers to the 90-word public summary of your case.

### **Written Entry Form**

In addition to the above, the Effie Awards offers entrants the opportunity to have their written case published on the Effie Awards web site, partner web sites and/or other publications as approved by the Effie Awards.

We respect that entries may have information deemed confidential by the client.

**Please indicate in the online entry area whether or not publishing permission is granted for the written entry.**

- **“YES”** - You agree that the written entry form may also be published, reproduced and displayed for educational and promotional purposes.
- **“YES - EDITED VERSION OF YOUR WRITTEN CASE”** - The Effie Awards will follow up to provide you with the opportunity to submit an edited version of the written case. However, as stated above, we will still have the option to publish, reproduce and display the Case Image, Case Summary and the Creative Materials that you submitted in their original versions.
- **“NO”** - Your written entry form will not publish your written entry case. However, as stated above, we will still have the option to publish, reproduce and display the Case Image, Case Summary and the Creative Materials that you submitted in their original versions.

## 7 • submission checklist

Items	Details / Specifications
<b>Entry Form</b>	<ul style="list-style-type: none"> <li>• One .pdf and one .doc copy</li> <li>• File size: 1MB max. each</li> </ul>
<b>Creative Materials</b> <b>Option A - Creative Showcase in pdf</b>  <b>Option B - 4-min Creative Video</b>  <b>Option C - 4-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> <li>• No more than 4 minutes in length</li> <li>• Video files should be in the format of mp4</li> <li>• File size: 200MB max.</li> <li>(For Still Images)</li> <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: Tenasia Group 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.: 647-395508-001  Swift Code: OCBCSGSG</p> <p>Please email a copy of the Bank Transfer Advice to <a href="mailto:af@tenasia.com.sg">af@tenasia.com.sg</a>, indicating the Invoice Number.</p> <p>Cheque to be made payable to:  Tenasia Group Pte Ltd and mailed to  Organiser's office at the following address:</p> <p>APAC Effie Awards  c/o Tenasia Group Pte Ltd  36 Purvis Street, #02-08  Singapore 188613</p>

## 8• category definitions

### 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 and 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.
Corporate Reputation / Professional Services	Includes image & identity. Communications to promote corporations, not exclusively their products. Includes Business/Professional services such as consulting, accounting, legal, employment, 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, traveler's checks, insurance products & services, etc.
Food	Packaged food, snacks, desserts, confections
Government / Institutional	Municipal or state economic development, lotteries, utilities (i.e. electricity conservation messages), membership drives, armed forces marketing communications. Includes political messages and special interest/ trade group communications

## Products & Services Categories

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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
IT /Telco	Computer softwares, wireless/cellular providers, high-speed Internet access services, online services, portals, search engines and related Internet products & services (including SaaS/IaaS and 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. Eg. 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.
Real Estate	Homes, real estate brokers, malls.
Retail	General: Store and/or web site 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 web sites 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.

## 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 countries:

Australia, Bangladesh, Bhutan, Cambodia, China, Cook Islands, Fiji, French Polynesia, Hong Kong, India, Indonesia, Japan, Kazakhstan, 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, Uzbekistan, Vanuatu and Vietnam.

### Brand Experience

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.

## specialty categories (cont'd)

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### 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 or 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.

### David vs Goliath

This is an award for smaller, new, or emerging brands making inroads against big, established leaders and for established small brands taking on "sleeping giants." Companies that moved into a new product/service field with large, well-established competitors are eligible; however, your brand cannot be a sub-brand of a larger company. 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.

### GoodWorks

The GoodWorks is for 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 didn't. 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 GoodWorks – Brands

For marketing communications efforts undertaken by for-profit entities that are 'doing well by doing good.'

When entering, entrants must provide information on:

- The intent-to-do-good goals and business goals for the effort and the results achieved for both.
- How the GoodWorks initiative related back to the overall brand strategy. Why was this initiative selected and why was it the right fit for the brand?



## specialty categories (cont'd)

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### II GoodWorks – Non-Profit

Designed for communications of a public service/greater good nature for a non-profit organisation or association and for communications of a public service/greater good nature by a non-profit organisation or government organisation. Entrants must show measureable impact on the problem/issue.

#### 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.

#### 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. 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)

**Note:** 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.

Entrants with new products/services may not enter their corresponding product/service category; however, entrants may submit into other specialty categories they see fit.

#### Real-Time Marketing

This category is for all communications where companies, brands or products have obtained results from real-time conversation that happens in social networks and real-time platforms. These cases may have created or responded to conversations with real-time brand content, promotional campaigns, customer service or brand activations.

## specialty categories (cont'd)

### Shopper Marketing

This category is for integrated communication campaigns that are specifically designed to engage a target group of shoppers and guide their purchase process towards a desired end result. The entry should show how insights from shopper data and retail environment are considered in formulating the strategies to influence purchase. This category is NOT limited to in-store marketing activities, and is open for both manufacturers and retailers.

Note: There is a special entry form for the Shopper Marketing category.

### 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.

Countries	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 countries	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.

### Sponsorship & Event Marketing

This category honours efforts that make use of sponsorships and/or events to build strategic communication objectives. Your entry should demonstrate how the campaign successfully connected with the target audience, capitalised on the sponsorship and/or events to drive business objectives, and that the results were a direct result of this engagement.

Examples: Organisation of or sponsorship of one-off promotions, seasonal events, exhibitions, shows, brand experiences, music concerts, sports events, etc.

## specialty categories (cont'd)

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### **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 **2013** 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.

## 9• final notes

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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 APAC Effie 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 APAC Effie website.

## 10• contact information

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

email: [support.apaceffie@tenasia.com.sg](mailto:support.apaceffie@tenasia.com.sg)

phone: +65 6338 7739