



# **effie** AWARDS

ASIA PACIFIC



**entry form**  
**charts/graphs guide**

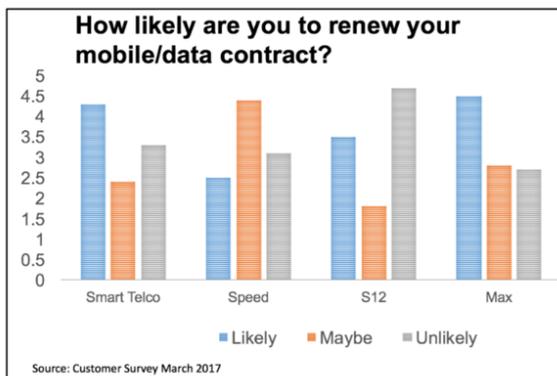
Awarding Ideas That Work.®

# Charts/Graphs Guide

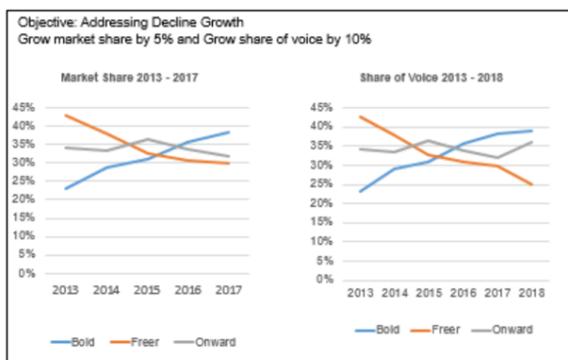
We encourage the use of Charts/Graphs to present your data in your Entry Form. In the Entry Portal, you are permitted to upload 3 Charts/Graphs for each section, and 5 for the results section.

## Reasons for Disqualification

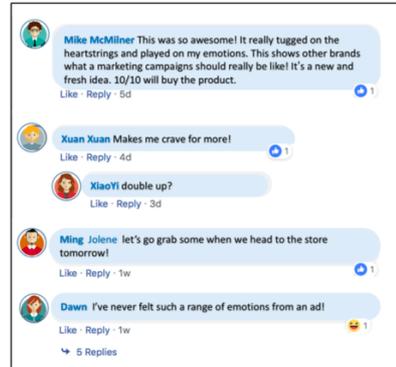
1. #1 Reason for disqualification - not referencing the Source of your Data in your Entry Form, Charts/Graphs included. You may add the source in the Chart/Graphs, but do remember to include the source in the Sourcing Section under each question.



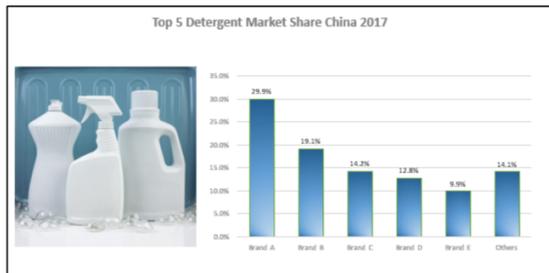
2. Do **NOT** upload more than one Chart or Graph in each space provided.



3. Do **NOT** upload images of your creative work, screengrabs of social media or other websites, or other pictorial elements in the space provided for Charts/Graphs. Any images of your Creative Work should appear in your Creative Materials.



4. Do **NOT** include any pictorial elements in your Charts/Graphs.



5. Do **NOT** reflect a statement that could be written into the Entry Form as part of your Charts/Graphs.

**Strategic Challenge:**

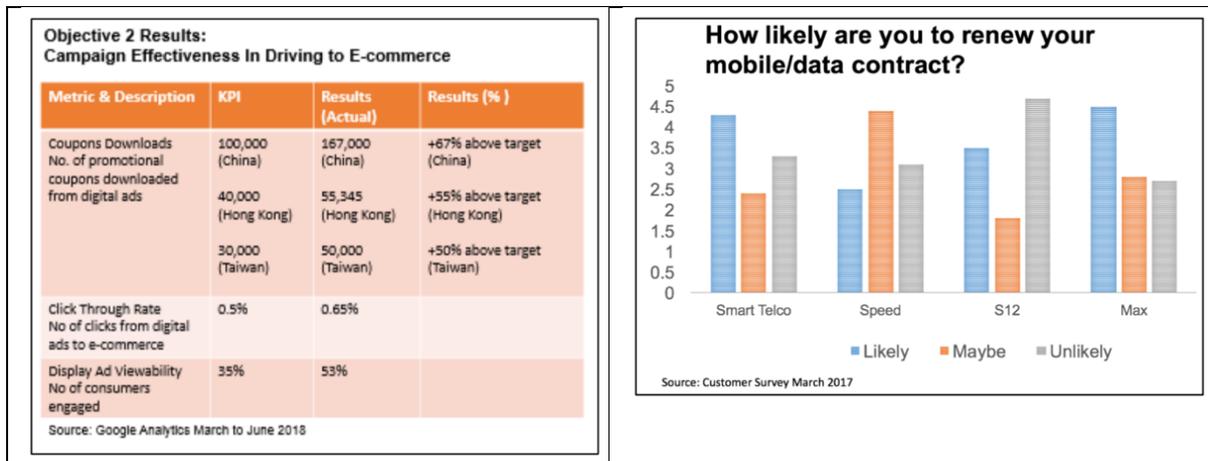
- - **Maintain category leader position**
- - **Address category decline**
- - **Endear the younger generation to love the brand**

6. Infographics **are acceptable** as long as they are a re-representation of the facts and figures cited in your Entry Form.



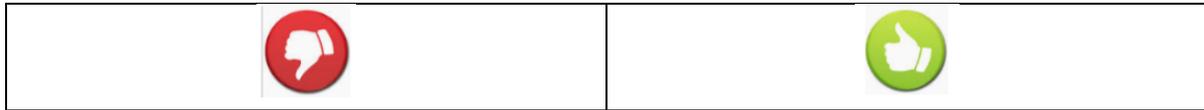
## How to better present your Charts/Graphs

The Entry Portal will automatically paginate your Charts/Graphs into 2 columns, one in each space provided as you see in the example below.



When preparing your charts/graphs, we recommend that you keep them simple and uncluttered, Here are some examples on how you can better present your charts.

1. The font size is too small or illegible. Try to enlarge the font and tighten the columns



**Social Media Engagement**

	China	Hong Kong	Taipei
Pre-campaign unique visitors	67,123	6,824	3,987
Post-campaign unique visitors	109,268	10,018	5,919
X increase in traffic	1.63	1.60	1.48

Source: Client Data (May to Jun 2016)

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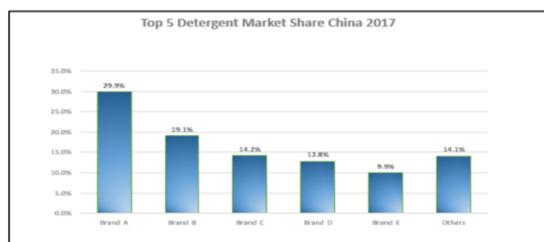
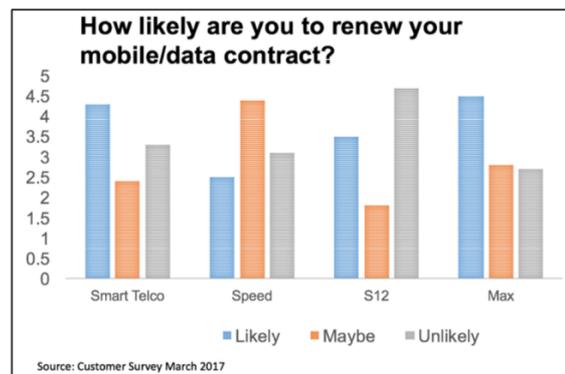
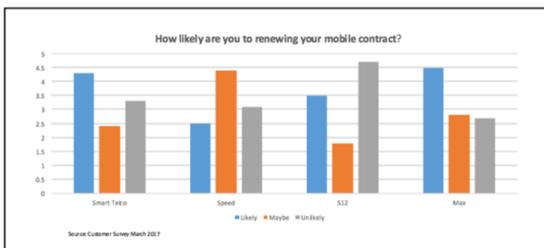
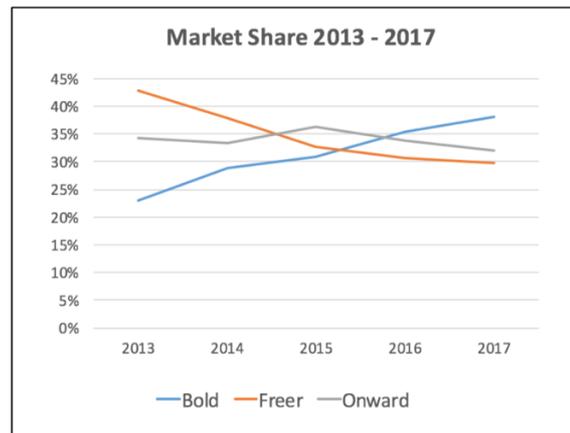
Objective	Metric & Description	KPI	Results (Actual)	Results (%)
Sales Uplift Reverse and grow ONWARD Detergent business	ONWARDS Detergent Sales Benchmarked against 2016 sales numbers across markets	+10% (China)	+15% (China)	+50% above target (China)
		+8% (Hong Kong)	+10% (Hong Kong)	+25% above target (Hong Kong)
		+6% (Taiwan)	+10% (Taiwan)	+67% above target (Taiwan)
Campaign Effectiveness In Driving to E-commerce	Coupons Downloads No. of promotional coupons downloaded from digital ads	100,000 (China)	167,000 (China)	+67% above target (China)
		40,000 (Hong Kong)	55,345 (Hong Kong)	+55% above target (Hong Kong)
		30,000 (Taiwan)	50,000 (Taiwan)	+50% above target (Taiwan)
	Click Through Rate No of clicks from digital ads to e-commerce	0.5%	0.65%	
	Display Ad Viewability No of consumers engaged	35%	53%	

**Objective 2 Results:  
Campaign Effectiveness In Driving to E-commerce**

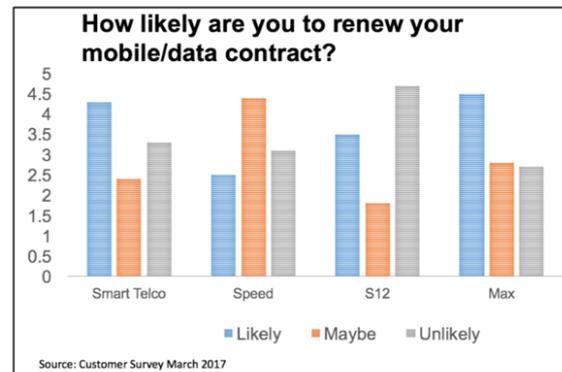
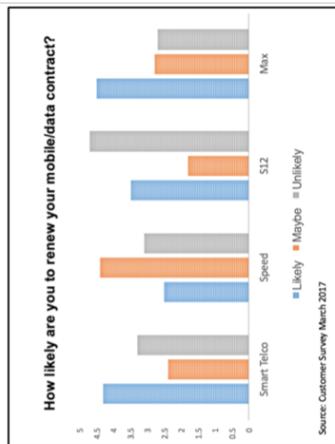
Metric & Description	KPI	Results (Actual)	Results (%)
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	30,000 (Taiwan)	50,000 (Taiwan)	+50% above target (Taiwan)
Click Through Rate No of clicks from digital ads to e-commerce	0.5%	0.65%	
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Source: Google Analytics March to June 2018

- There are lots of white space and the readability is poor. Reclaim the white space around the Charts by shifting the legends to maximise the space. Increase the font size of the labels and legends.



3. Uploading the Charts or Graphs in the wrong direction makes it difficult for judges to assess the data.



## FINAL REMINDER

Ensure that all Charts and Graphs are **LEGIBLE**. After you have uploaded them in the Entry Portal. Do preview and print your Entry Form to ensure that all are good and ready to go. If you need any assistance, do contact the Support Team.

Contact the APAC Effie Team for any questions!

Email: [support.apaceffie@ifektiv.com](mailto:support.apaceffie@ifektiv.com)

Call: +65 6245 0049