



## ADDENDUM: NEW CATEGORY ANNOUNCEMENT

(Updated 10 March 2021)

Effie Asia Pacific has announced a new category with a dedicated focus on Crisis Response / Critical Pivot Communications to reflect the current times.

2020 has been an incredibly challenging year, but under such trying times, the human spirit prevails. How did businesses and brands respond to the challenging times that we are living in today? What did they do to build engagement and brand love, and what are some of the innovations arising from these challenges faced?

Effie Asia Pacific invites you to share your success stories. We hope to build upon these learnings for the wider industry. This category will have its own deadlines and fees, and unless otherwise stated, all rules governing the entry submission for the 2021 APAC Effie Awards will also apply for this category. Please refer to the 2021 APAC Effie Awards Entry Kit for the details [here](#).

# CRISIS RESPONSE / CRITICAL PIVOT

- I. Crisis Response / Critical Pivot – Products
- II. Crisis Response / Critical Pivot – Services

### Category Definition

This award is for brands that created positive change by effectively pivoting their marketing program or business activities in response to the significant structural and cultural shifts (e.g. Covid 19, election, etc.) in the current landscape. Entrants will need to demonstrate the effectiveness of the action for the brand. Examples include a pivot in positioning, a change in portfolio management, a digital acceleration, etc.

Open for submission: 10 March 2021

Entry Application Deadline: 1 Apr 2021

Material Submission Deadline: 12 Apr 2021

Entry Fee: SGD 1,490

### Important Note:

#### Entering Multiple Categories

An entry into the Crisis Response / Critical Pivot category will be made **outside of the existing rule governing entering multiple categories**.

Example 1:

1 Product/Services category + 3 Specialty categories + Crisis Response / Critical Pivot category, or

Example 2:

4 Specialty categories + Crisis Response / Critical Pivot category.

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 for each submission. Entries are judged based on effectiveness within the entered category. Each entry should be customised to speak to the specifics of each entered category.