

This information is for research and database purposes.

These responses are not seen by judges.

1. Select type of effort

- B2B
- B2C
- B2G

3. Special Recognition. Is the project linked to one of the 17 SDGs?

Effie has partnered with the PVBLC Foundation to support the UN's 2030 Agenda for Sustainable Development and its 17 Sustainable Development Goals (SDGs).

Effie Russia awards Special Recognition Diploma to the winners of a separate judging round, held within the framework of the Effie "Sustainable Development" program. To qualify for the Special Recognition Winner's Diploma, it is necessary, in addition to the application, to complete the Sustainable Development Goals Form.

- Yes
- No

4. Research

4.1. Select the most important research done for your case.

- Copy Testing
- Focus Groups
- Neuroscience
- Positioning or Concept Testing
- Strategic (segmentation, market structure, U&A)
- Tracking
- Creative ideas testing (early stage)
- Not Applicable

- Other

4.2. Select all research done for your case.

- Copy Testing
- Focus Groups
- Neuroscience
- Positioning or Concept Testing
- Strategic (segmentation, market structure, U&A)
- Tracking
- Creative ideas testing (early stage)
- Not Applicable
- Other

5. TARGET AUDIENCE

5.1. Select audience gender

- Female
- Male
- Other
- Not Applicable (We did not target by gender)

5.2. Select audience age

- Children 12 & Under
- Ages 13-17
- Ages 18-24
- Ages 25-34
- Ages 35 – 44
- Ages 45-54
- Ages 55-64
- Ages 65+
- Not Applicable (We did not target by age)

5.3. Select audience type

- Parents/ Families
- Brand Influencers
- Employees
- Not applicable
- Other _____

6. STRATEGIC CHALLENGE / KPI

6.1. Select all objectives from the below list

BUSINESS KPI

- Market share – increase
- Increase sales, volume
- IPOs
- Entry new markets / niches
- Recenitment
- Staff relationships, motivation
- Fund-raising
- Financial, shareholder relationships
- Political campaigns
- Other (specify) _____

MARKETING KPI

General

- Global branding
- Support event, exhibition
- Support promotion
- Support sponsorship
- Other (specify) _____

Brand funnel indicators

- Brand launch
- Increase awareness
- Retain existing customers
- Maintain price premium

- Increase web traffic, bookings
- Increase brand loyalty
- Other (specify) _____

Conversion

- Gain trial
- Gain new customers
- Attract, support distribution
- Attract, support suppliers
- Other (specify) _____

Brand-metrics / Image indicators

- Brand relaunch, reposition
- Change brand image
- Build brand equity
- Build, defend brand position
- Build, change corporate image
- Other (specify) _____

SOCIAL AND ENVIRONMENTAL AIMS

- Social aims
- Environmental aims
- Social and environmental aims of governments
- Other (specify) _____

7. RESULTS

7.1. Select the most important results achieved by your case

BUSINESS RESULTS

- ROI
- Defend market share / arrest decline
- New customer acquisition/penetration gain
- Share gain
- Revenue gain

- Profit gain
- Other (specify) _____

MARKETING RESULTS

- Strategic Perception shift
- Awareness shift
- Brand loyalty shift
- Other (specify) _____

SOCIAL AND ENVIRONMENTAL RESULTS

- Social results
- Environmental results
- Social and environmental results of governments
- Other (specify) _____

8. COMPETITORS

8.1. Enter your brand's top three competitors.

- 1. _____
- 2. _____
- 3. _____
- Not Applicable

8.2. Specify companies whose employees cannot be part of the judging team to evaluate your entry (max 3).

- 1. _____
- 2. _____
- 3. _____
- Not Applicable

9. Market Disruption

9.1. Do you consider your case to be a market disruption in the category?

- Yes
- No

9.2. Select why your approach is revolutionary:

- New technologies used
- New target group(s)
- New look at the problem / innovative idea
- New look at promotion channels
- Other _____

10. In your opinion, what business and marketing trends in does this advertising campaign reflect? (Select up to three answers)

- Agile / Real time marketing
- Data driven marketing
- Performance marketing
- Brand & Performance
- Health & Wellbeing
- Influencer marketing
- Interactive content / Gamification
- Youth Marketing
- Marketing 55+
- Sustainable Marketing
- Personalized marketing / Microtargeting
- Marketing Technologies
- Human-centered model marketing
- Sharing economy
- Experience economy
- Edutainment
- Brand collaborations
- Ecosystem Marketing
- Neuromarketing/ Behavioral Economics