



INSERT
ID # HERE

XXXX

Basic Information

1. Brand Name (Enter brand name here.)

2. Type/Description of the Product/Service (Enter type/description here.)
(Do not include brand name)

3. Entry Title (Enter entry title here.)

- 4a. Effie Entry Category (nomination) (Enter Effie category here.)

- 4b. Classification Multi-
(Check all that apply) Local Regional National national
-
- 4c. Note the time period your effort ran. Start Date: End Date: Ongoing:
Provide dates (DD/MM/YY) for time span for entire effort-even if it began before Effie's eligibility period start date. If effort is continuing past 31/12/20, check Ongoing for the end date.
- | | | |
|---------------------------|-------------------------|--------------------------|
| (Enter Start Date Here) | (Enter End Date Here) | <input type="checkbox"/> |
|---------------------------|-------------------------|--------------------------|

INSTRUCTIONS

To enter the 2021 competition, your case must have run in Russia between 01/01/20 and 31/12/20 and your results must relate directly to this time-period. Include a **specific, verifiable source** for all data and facts presented in the case. It is possible to include some pre-01/01/20 results if it helps in better understanding of the context and mechanics of the project. Do not include data on results obtained before or after the period assessed in the competition. **The results of projects obtained after 12/31/2020 are not accepted and are grounds for disqualification of the project.** Provide specific reliable sources of all data and facts presented in your entry. Data without specifying sources is the basis for disqualification of the project.

Review **category definitions** for specific requirements that must be included in your entry. Judges review these definitions and will deduct points if these requirements are not met. Judges appreciate clear, concise, honest, compelling cases.

Formatting Requirements:

- ✎ **Do not include any agency names** (ad, media, other) in the written part of the application and in the creative video clip. The only exceptions are the names of independent analytical and research companies, whose data you cite as confirming sources.
- ✎ The use of brand and competitor logos is only allowed in graphs / diagrams / tables
- ✎ Do not include screen grabs/images of your work or competitive logos.
- ✎ Do not leave sections blank. Answer every question or indicate “not applicable.”

5a. What was the state of the brand's business and the marketplace or category in which it competes before your effort began?

Provide information on the category, marketplace, company, competitive environment, rivals, and/or the product/service that created your challenge. Provide competitive context (main competitor spend, position in market, etc.) and category benchmarks.

(Enter Text Here - **145 WORDS SUMMARY**)

5b. What was the strategic communications challenge? Provide context on the degree of difficulty of this challenge and detail the business need the effort was meant to address.

What was the business problem the effort was meant to address? What were the specific challenges and opportunities that the client and/or brand/product faced? Include a definition of the audience you were trying to reach.

(Enter Text Here - **145 WORDS SUMMARY**)

5c. Define the audience you were trying to reach.

Describe in detail your target audience, socio-demographic indicators, characteristics of behavior, consumption, culture, attitude to the category / brand, etc. Why is this particular audience your target audience?

(Enter Text Here - **95 WORDS SUMMARY**)

5d. What were your objectives? What were the Key Performance Indicators (KPIs) against your objectives?

Your entry may have one or all of the following objectives: A. Business, B. Behavioral, C. Perceptual/Attitudinal. State specific objectives for all of these that apply to your case and the tools you planned to use to measure each objective. Explain why these objectives are important for the brand. Provide a prior year benchmark for each KPI or context regarding why they are significant if no prior

benchmark is available. Provide a % or # and time frame for all objectives. Ensure that it is clear why the objectives are important to moving the business forward and defend/rationalize the basis for the objectives selected, if you feel it is necessary.

(Enter Text Here - **95 WORDS SUMMARY**)

6a. What was the insight that led to the big idea? How did you get to that insight?

Describe what led to your idea – e.g. a consumer or business insight, a channel insight, marketplace/brand opportunity, etc.? Explain how it originated and how the big idea addressed the challenge.

(Enter Text Here - **145 WORDS SUMMARY**)

6b. What was your big idea? State in one sentence.

What was the core idea that drove your effort and led to the breakthrough results? What was at the very heart of the success in this case? Note: an advertising slogan or description of the mechanics of project implementation are not ideas. Idea is the insights that have been processed into a clear and concise message that will form the basis of your campaign.

(Enter Text Here - **25 WORDS SUMMARY**)

7a. How did you bring the idea to life? Explain your communications strategy and the rationale behind your channel choices.

Describe and provide rationale for your communications strategy that brings the idea to life, as borne from the insights and strategic challenge described above. What were the reasons for the choice and mechanics of using communication channels, how did your media strategy work to reach a specific audience? Explain your media strategy and explain why you believe the channels you choose are appropriate for reaching your audience and in line with your message. Has your communications strategy changed over time? If so, how?

(Enter Text Here - **205 WORDS SUMMARY**)

7b. What channels did you use? (Communication Touch Points). Check all that apply.

Indicate below **all** communications touch points used in this case. You must provide details in section 7c of your written case and show on the 4-minute video/presentation at least 3 communication touch points you mark below which was **integral** to the effort’s success. For example, if you mark 20 boxes below and 5 were what drove the results and what you discuss in your entry form as integral to the effort, those 5 must be featured on the 4-minute video/presentation. You may not remove any unused touch points from this chart. It is fine for the chart to split across pages.

TV

Spots

Branded Content

Sponsorship

Product Placement

Addressable TV

Radio

Direct Marketing

Mail

E-mail

Sales Promotion

Interactive/Online

Digital Display Advertising

Brand Website/Microsite

Packaging and Product Design

Retail (omnichannel)

POS

Retail marketing in an entertainment format

E-Commerce

Other

B2B

- | | | |
|---|--|--|
| <input type="checkbox"/> Spots | <input type="checkbox"/> Digital Video | <input type="checkbox"/> Internal Communications |
| <input type="checkbox"/> Other | <input type="checkbox"/> Podcasts | <input type="checkbox"/> External Communications |
| <input type="checkbox"/> Periodicals | <input type="checkbox"/> Digital Audio | <input type="checkbox"/> Other |
| <input type="checkbox"/> Printed Periodicals | <input type="checkbox"/> Gaming | <input type="checkbox"/> Events |
| <input type="checkbox"/> Digital Periodicals | <input type="checkbox"/> Contests | <input type="checkbox"/> Mobile/Tablet |
| <input type="checkbox"/> Corporate Periodicals/
Custom Publication | <input type="checkbox"/> VR/AR | <input type="checkbox"/> Apps |
| <input type="checkbox"/> Other | <input type="checkbox"/> Blogs/Personal Influencer's
Pages | <input type="checkbox"/> In-App or in-Game |
| <input type="checkbox"/> PR | <input type="checkbox"/> Other | <input type="checkbox"/> Messaging/Editorial/Content |
| <input type="checkbox"/> OOH | <input type="checkbox"/> Consumer Involvement/
User Generated | <input type="checkbox"/> Other |
| <input type="checkbox"/> Billboards | <input type="checkbox"/> WOM | <input type="checkbox"/> Guerrilla |
| <input type="checkbox"/> Digital Billboards | <input type="checkbox"/> UGC | <input type="checkbox"/> Other (describe – limit 100
words) |
| <input type="checkbox"/> Other channels (airports,
business-centers, cinema, etc.) | <input type="checkbox"/> Viral | |
| <input type="checkbox"/> Social Media | <input type="checkbox"/> Other | |

7c. Indicate the three most integral touch points from those selected in the chart in 7b.

	Header Touchpoint <i>e.g. Interactive/Online.</i>	Specific Touchpoint (if applicable) <i>e.g. Podcasts. If no sub-header is available, leave blank.</i>
Touch Point A:	Enter selection here.	Enter selection here.
Touch Point B:	Enter selection here.	Enter selection here.
Touch Point C:	Enter selection here.	Enter selection here.

7d. Select and explain all other marketing components that were active during this time.

Select the components that were active during this time. Explain the effect of the selected components below.

- | | |
|--|---|
| <input type="checkbox"/> None | <input type="checkbox"/> Leveraging Distribution |
| <input type="checkbox"/> Couponing Pricing Changes | <input type="checkbox"/> Other marketing for the brand running
at the same time as the entered effort/campaign |
| <input type="checkbox"/> CRM/Loyalty Programs | <input type="checkbox"/> Pricing Changes |
| <input type="checkbox"/> Giveaways/Sampling | <input type="checkbox"/> Other (limit 15 words) |

(Explain selected components above here)

7e. Paid Media Expenditures

Paid media expenditures (purchased and donated), not including agency fees, but including marketing campaign activation, POS production costs, celebrities’ fees, etc. for the effort described in this entry. Given the ‘spirit’ of this question use your judgment on what constitutes fees, production and the broad span that covers media – from donated space to activation costs. Check one per time frame. Applicable Central Bank of Russia exchange rate as of September 11, 2020 (1USD – 75 RUB).

January 2020 – December 2020	YEAR PRIOR: January 2019 – December 2019
<input type="checkbox"/> Under \$100 000	<input type="checkbox"/> Not Applicable
<input type="checkbox"/> \$100 000 - \$500 000	<input type="checkbox"/> Under \$100 000
<input type="checkbox"/> \$500 000 – \$2 000 000	<input type="checkbox"/> \$100 000 - \$500 000
<input type="checkbox"/> \$2 000 000 – \$5 000 000	<input type="checkbox"/> \$500 000 – \$2 000 000
<input type="checkbox"/> \$5 000 000 and over	<input type="checkbox"/> \$2 000 000 – \$5 000 000
	<input type="checkbox"/> \$5 000 000 and over

By your estimates, compared to other competitors in this category, this budget is:	<input type="checkbox"/> Less	<input type="checkbox"/> About the same	<input type="checkbox"/> More	
Compared to prior year spend on the brand overall, the budget this year is:	<input type="checkbox"/> Less	<input type="checkbox"/> About the same	<input type="checkbox"/> More	<input type="checkbox"/> Not Applicable

(Elaborate here if desired)

7f. Owned Media

Elaborate on owned media (company owned real-estate, either physical or digital, that acted as communication channels for case content. E.g. corporate website/social media platforms, packaging, branded store, fleet of buses, etc.).

(Enter Text Here - 15 WORDS SUMMARY)

7g. Sponsorships - Detail any sponsorships you had or write “not applicable”.

(Enter Text Here - 15 WORDS SUMMARY)

8. How do you know it worked? (Include KPIs.) Explain why, with context, these results are significant for the brand.

- 1) Detail why you consider your effort a success. Refer to your specific audience and directly to your objectives and KPIs described in section 5c. Demonstrate how you met or exceeded those objectives using quantitative and behavioral metrics or other measurement tools you described. Use charts and graphs to display your results where possible and provide a **clear time period for all data** shown.
- 2) Explain, with context, why your results are significant in your competitive category and situation. Did your effort drive business? How? For confidential information, proof of performance may be indexed if desired. Numerical results lacking context regarding why they are significant will be disregarded. **Provide pre and post measures and an understanding of the industry and category norm.** You must show how the individual KPIs achieved tie together and collectively impact the overall success of the case.

Note: The results being evaluated by the judges are from 01/01/20 – 31/12/20. Dates for all results presented here should be included to prevent confusion among judges. You may include data before 01/01/20 for context purposes. Do not include results after 31/12/20; this will result in disqualification.

(Enter Text Here - **305 WORDS SUMMARY**)

9. Explain anything else going on (whether or not you were involved) that might have helped drive results. Describe all other factors in the marketplace that could have contributed to results shown in this entry. Judges are industry executives – entries that omit pertinent information will be disqualified. **You may use this space to eliminate other factors that judges may believe contributed to your results.** You must answer this question or write “no other factors.” Do not leave blank.

(Enter Text Here - **45 WORDS SUMMARY**)