

This information is for research and database purposes.

These responses are not seen by judges.

1. INDUSTRY SECTOR

1.1. Select your brand's industry sector. In case of doubt please read [**Industries descriptions**](#)

- Business & Industrial
- Drink & Beverage
- Financial Services
- Food
- Government and Non-profit
- Household & Domestic
- Leisure & Entertainment
- Media & Publishing
- Motor & Auto
- Pharmaceutical & Healthcare
- Retail
- Telecoms
- Toiletries & Cosmetics
- Travel, Transport & Tourism
- Utilities & Services
- Wearing Apparel

2. TYPE OF EFFORT

2.1. Select type of effort

- B2B
- B2C
- B2G

3. SUSTAINABLE DEVELOPMENT GOALS

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

3.1. Is the project linked to one of the 17 SDGs?

- Yes
- No

4. TARGET AUDIENCE

4.1. Select all targeted audiences from the below list

- Children (12 and under)
- Women
- Women (25-45)
- Brand Influencers
- Mothers
- Young people (13-25)
- Men
- Men (25-45)
- Fathers
- Employees
- Families
- Boomers
- Other (specify) _____

5. STRATEGIC CHALLENGE / KPI

5.1. 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) _____

6. RESULTS

6.1. 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) _____

7. COMPETITORS

7.1. Enter your brand's top three competitors. If no competitors exist, write "Not applicable" in field #1.

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

7.2. Specify companies whose employees cannot be part of the judging team to evaluate your entry (max 3). If no companies exist, write "Not applicable" in field #1.

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

8. TRENDS

8.1 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
- Health & Wellbeing
- Influencer marketing / Interactive content / Gamification
- Marketing 55+
- Sustainable Marketing
- Personalized marketing / Microtargeting
- Human-centered model marketing
- Sharing economy
- Experience economy