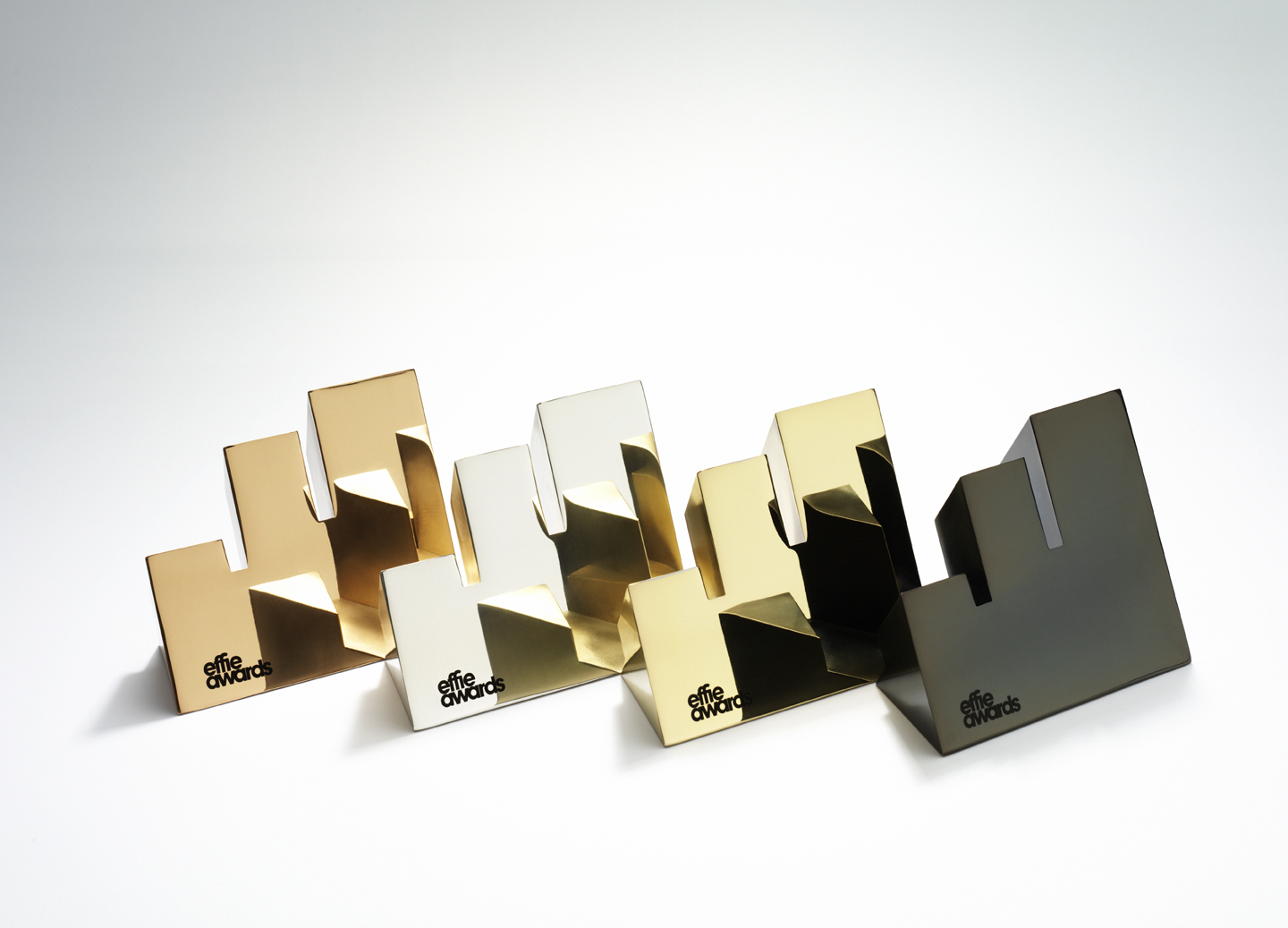


**2020 standard**

**entry form template**





**ENTRY FORM INSTRUCTIONS & REMINDERS**

The Standard Entry Form Template can be used as a guide when crafting your submission, allowing for easy collaboration with team members and partner companies. However, your answers to the questions on this Entry Form must be copied into the [Entry Portal](http://www.effie-pakistan.acclaim.com/). Additional data is captured in the entry portal and required in order to submit – please begin working in the [Entry Portal](http://www.effie-pakistan.acclaim.com/) prior to the entry deadline.

**ESSENTIAL GUIDELINES:**

* **Eligibility**: Efforts commercially executed between **1st of July 2018 to 30th of June 2019** in Pakistan.
* The entry form requires you to follow the assigned word limit. Judges appreciate brevity.
* Carefully review the tips with each question as they will guide your response. For Refer to the Entry Kit for detailed guidelines on all the aspects of Entry Form.
* When filling the form, review the category description in the ‘Entry Kit’ and customize your answers to speak to the specifics of each entered category. Judges frequently express frustration when an entry clearly wasn’t tailored for the category they are reviewing.
* All data must include a specific, verifiable source.
* Do not include any Agency names (Ad, Media, Other) anywhere in the Entry Form. Effie Pakistan is an agency blind competition. Inclusion of the agency name will disqualify the entry.
* All questions must be answered. For questions that do not apply to your case, just mention “not applicable”. Any unanswered questions will result in low scores. ­
* Be clear, concise and honest. Review ‘[advice from jury](https://effiepakistan.org/how-we-judge/advice-from-the-jury/)’ for tips on submitting effective entries.

**Important**

Feel free to call and speak to our team for clarity on any aspect of the

entry form, the category you want to enter or for any general guidance while preparing for submissions.

We are here to help!

CONTACT

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|  |
| --- |
| **ENTRY DETAILS** |

|  |  |
| --- | --- |
| Type of Product/Service | |
| Type of Product/Service: Provide a brief (1- 5 words) description of the type of product/service you are entering. Do not include the brand name. | Examples: Airline; Body Wash, Real Estate Website; Military Branch; Toothpaste. |
| Effort Start and End Date | |
| Effort Start and End Date | Provide the full-time span for the entire effort, even if it began before or ended after Effie's eligibility period.  If your effort is ongoing, please leave the end date blank. |
| Idea Origination | |
| Where was the campaign idea originated? | City and Country |
| Regional Classification | Local, Regional, National, Multi-national, and English (Select all that apply) |
| Category Situation | Flat, Growing, In Decline, or Other |

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| **EXECUTIVE SUMMARY** |

|  |  |
| --- | --- |
| Why is this a best in class example of marketing effectiveness and worthy of an award in this specific Effie entry category? | |
| **Provide answer in 100 words or less.** | |
| Give the judges an understanding of the case they are about to read by providing a summary – one sentence for each of the four scoring sections. | |
| **The Challenge:** | Provide a one-sentence summary. |
| **The Insight:** | Provide a one-sentence summary. |
| **The Idea:** | Provide a one-sentence summary. |
| **Bringing the Idea to Life:** | Provide a one-sentence summary. |
| **The Results:** | Provide a one-sentence summary. |

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| Specific to the category you are entering, why is this case worthy of an award for marketing effectiveness?  Because Effie has no predetermined definition of effectiveness, it is your job to propose why this case is effective in this entry category: why the metrics presented are important for your brand and business/organization.  If you are entering this effort into multiple categories, your response to this question is required to be different for each category submission.  **(Maximum: 100 words)** |
| Provide an answer. |

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| **SECTION 1: CHALLENGE, CONTEXT & OBJECTIVES 23.3% OF TOTAL SCORE**  This section provides the judges with the background to your challenge & objectives. In this section, judges evaluate whether they have the necessary context about your industry category, competitors, and brand to understand your entry and the degree of the challenge represented by your objectives. Be thorough and provide context for judges unfamiliar with your industry to understand the scope of your effort. |

[**Click here to review judge feedback on this scoring section.**](https://effiepakistan.org/wp-content/uploads/2018/12/Judge-Advice-Section-1.pdf)

|  |  |
| --- | --- |
| 1A. Before your effort began, what was the state of the brand’s business and the marketplace/category in which it competes? What was the strategic communications challenge that stemmed from this business situation?  Provide context on the degree of difficulty of this challenge and detail the business needs the effort was meant to address.   **(Maximum: 275 words; 3 charts/graphs)** | **Effie Tips:**   * Provide context about your brand and business situation, including main competitor spend, position in the market, category benchmarks, etc. What were the barriers you were tasked to overcome? * Keep in mind judges may not be familiar with your brand’s industry. This context is critical for judges to understand your degree of difficulty. |
| Provide an answer. | |
| 1B. Define the audience(s) you were trying to reach. Why is this audience important to your brand and the growth of your brand’s business?   **(Maximum: 200 words; 3 charts/graphs)** | **Effie Tips:**   * Describe your audience(s) using demographics, culture, media behaviors, etc. * Explain if your target was a current audience, a new audience, or both. * What perceptions or behaviors are you trying to affect or change? |
| Provide an answer. | |
| 1C. What were your measurable objectives? What were the Key Performance Indicators (KPIs) against your objectives? Provide specific numbers/percentages for each objective and prior year benchmarks wherever possible.  Provide context, including category background, for why the objectives were important for the brand and growth of the business.  Effie is open to all types of objectives: Business, Behavioral, Perceptual/Attitudinal. It is the entrant’s responsibility to explain why their particular objectives are important to the business and challenging to achieve.  **(Maximum: 175 words; 3 charts/graphs)** | **Effie Tips:**   * Provide specific, measurable objectives. * Judges will expect to see the context, including prior year benchmarks where possible, around the goal set – why are these goals challenging? * If you did not have specific, numerical objectives, explain why. Outline how you planned to measure your KPIs. * Answers to this question (1C – Objectives) redisplay for judges directly above the answers for the results question (Section 4). |
| Provide an answer. | |
| Sourcing: Section 1 | * You must provide a source for all data and facts. * Use footnotes to provide sourcing information in each scoring section. * Sources must include the source of information, type of research, date range covered, etc. Do not include agency names in the source of research. * Judges encourage third-party data where available.   [See a full guideline on sourcing here](https://effiepakistan.org/how-to-enter/sourcing-data/). |
| Provide sourcing. | |

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| **SECTION 2: INSIGHTS & STRATEGIC IDEA 23.3% OF TOTAL SCORE**  This section prompts you to explain your strategic process and thinking to the judges. Your idea should be borne from these unique insights. Judges will evaluate how inventive and effective the idea and strategy are in meeting the communications challenge. |

[**Click here to review judge feedback on this scoring section**](https://effiepakistan.org/wp-content/uploads/2018/12/Judge-Advice-Section-2.pdf)**.**

|  |  |
| --- | --- |
| 2A. State the insight that led to your big idea. Explain the thinking that led you to your insight.   * Some insights come from research, data, and analytics. Others come from inspiration. Describe yours here. * Keep in mind, insight is not merely a fact or observation based on research; it is the strategic insight, unique to your brand and audience, that was leveraged to help meet your objectives. Your insight may be a consumer insight, a channel insight, marketplace insight, etc.   **(Maximum: 200 words; 3 charts/graphs)** | **Effie Tips:**   * Explain how you arrived at your insight. Include how your audience’s behaviors and attitudes, your research and/or business situation led to the unique insights that would lead to the brand’s success and how those insights informed your strategic idea. * Describe how your thinking built towards your strategy, including details of the strategy that made it a winning one. Describe your strategic unlock or breakthrough and how this influenced the idea you were briefing for. * It may be helpful to tell judges how you define an insight. |
| Provide an answer. | |
| 2B. In one sentence, state your strategic big idea.  **(Maximum: One-Sentence: 20 words)** | **Effie Tips:**   * What was the core idea that drove your effort and led to the breakthrough results? What was at the very heart of the success of this case? The big idea is not the execution or tagline. |
| Provide a one-sentence answer. | |
| Sourcing: Section 2 | * You must provide a source for all data and facts. * Sources must include the source of information, type of research, date range covered, etc. Do not include agency names in the source of research. Judges encourage third-party data where available.   [See a full guideline on sourcing here.](https://effiepakistan.org/how-to-enter/sourcing-data/) |
| Provide sourcing | |

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| SECTION 3: BRINGING THE IDEA TO LIFE 23.3% OF TOTAL SCORE  This section relates to how and where you brought your idea to life – including your creative, communications and media strategies and the work itself. Judges are looking to understand why you chose specific media channels and how they relate to your strategy and audience.  Judges will be providing their score for this section based on the information you provide in Question 3, the Media Addendum, and the creative work as presented in the creative reel and creative images. Between the creative examples and your response to this question, the judges should have a clear understanding of the creative work that your audience experienced and how the creative elements worked together to achieve your objectives. |

[**Click here to review judge feedback on this scoring section**](https://effiepakistan.org/wp-content/uploads/2018/12/Judge-Advice-Section-3.pdf)**.**

|  |  |
| --- | --- |
| 3. How did you bring the idea to life? Explain your idea and your overall communications strategy. If applicable, how did you optimize and adapt the strategy?  Elaborate on your communications strategy, including the rationale behind your key channel choices. Why were your channel choices and media strategy right for your specific audience and idea? Your explanation below must include which specific channels were considered integral to your media strategy and why.  **(Maximum: 475 words; 3 charts/graphs)** | **Effie Tips:**   * Tell the judges how you brought the idea to life. Explain the creative idea and your overall communications strategy, as borne from the insights and strategic challenge described earlier. * Tell the judges where you brought the idea to life and why you chose those channels. Why were your channel choices and media strategy right for your specific audience and idea? * Why did you choose certain channels and not others? Explain the media behaviors of your audience. * How did your communications elements work together? Did they change over time? If so, how? |
| Provide an answer. | |
| Sourcing: Section 3 | * You must provide a source for all data and facts. * Use footnotes to provide sourcing information in each scoring section. * Sources must include the source of information, type of research, date range covered, etc. Do not include agency names in the source of research. * Judges encourage third-party data where available.   [See a full guideline on sourcing here.](https://effiepakistan.org/how-to-enter/sourcing-data/) |
| Provide sourcing. | |

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| **SECTION 4: RESULTS 30% OF TOTAL SCORE**  This section relates to your results. Be sure to provide context (category/prior year) and explain the significance of your results as it relates to your brand’s business. Tie results back to the objectives outlined in Section 1 - your response to question 1C – objectives will appear above your response to question 4A as a reference to judges.  Effie has no predetermined definition of effectiveness, it is your job to prove why this case is effective: why the metrics presented are important for your brand and business/organization within the context of the submitted category.  Entrants are encouraged to use charts/graphs to display data whenever possible.  As with the rest of the entry form, provide dates and sourcing for all data provided. Do not include results beyond 30/6/19 – this is grounds for disqualification. |

[**Click here to review judge feedback on this scoring section.**](https://effiepakistan.org/wp-content/uploads/2018/12/Judge-Advice-Section-4.pdf)

|  |  |
| --- | --- |
| 4A. How do you know it worked?  Explain, with category and prior year context, why these results are significant for the brand’s business.  Results must relate to your specific audience, objectives, and KPIs. Provide a clear time frame for all data shown.    **(Maximum: 300 words; 5 charts/graphs)** | **Effie Tips:**   * The metrics you provide here are directly relevant to your objectives and audience. Entrants are strongly encouraged to re-state their objectives from section 1 along with their corresponding results. * Tie together the story of how your work drove the results. * Prove the results are significant using category, competitive, prior year, and brand context. * Charts and graphs are encouraged. |
| Provide an answer. | |
| 4B. Marketing communications rarely work in isolation. Outside of your effort, what else in the marketplace could have affected the results of this case – positive or negative?  This is your opportunity to address what else was going on to convince judges of the impact of your case by addressing these factors. You are encouraged to use this space to address the significance or insignificance of other factors on the results achieved by your effort.  Select factors from the chart and explain the influence of these factors in the space provided. We recognize that attribution can be difficult; however, we’re inviting you to provide the broader picture here in making the case for your effectiveness.  **(Maximum: 150 words; 3 charts/graphs)** | **Effie Tips:**   * Judges are industry executives and expect entrants to address any other factors here. Judges discourage entrants from responding “No Other Factors”. * The chart provided is a sampling of common marketplace activities, but your response is not limited to these factors. * Use this space to prove to the judges that your marketing effort led to the results outlined in question 4A. |
| Couponing | Other marketing for the brand,   running at the same time as this effort |
| CRM/Loyalty Programs | Pricing Changes |
| Economic Factors | Weather |
| Giveaways/Sampling | None |
| Leveraging Distribution | Other \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ |
| Provide an answer. | |
| Sourcing: Section 4 | * You must provide a source for all data and facts. * Use footnotes to provide sourcing information in each scoring section. * Sources must include the source of information, type of research, date range covered, etc. Do not include agency names in the source of research. * Judges encourage third-party data where available.   [See a full guideline on sourcing here.](https://effiepakistan.org/how-to-enter/sourcing-data/) |
| Provide sourcing. | |

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| **MEDIA ADDENDUM**  The Media Addendum is reviewed as part of Section 3: Bringing the Idea to Life, along with your response to Question 3 and your creative work, as presented in the Creative Reel and Images of Creative. These elements together account for 23.3% of your score. |

The Media Addendum, like the full entry form, is completed in the Entry Portal. The below is simply a visual to share with your team to gather data. If you’d like to share your responses with your team prior to answering in the online entry area, we suggest highlighting your selected responses on the following pages. You will be able to generate your answers directly from the online entry system.

|  |
| --- |
| **PAID MEDIA EXPENDITURES**  Select paid media expenditures (purchased and donated), not including agency fees or production costs, 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. Select one per time frame. You are required to elaborate to provide context around this budget range. For example, if your budget has changed significantly, how this range compares to your competitors, etc. |

|  |  |
| --- | --- |
| **Current Year: July 2018 – June 2019\*** | **Year Prior: July 2017 – June 2018\*** |
| Under PKR 1 million | Under PKR 1 million |
| PKR 1 – 5 million | PKR 1 – 5 million |
| PKR 5 - 10 million | PKR 5 - 10 million |
| PKR 10 – 25 million | PKR 10 – 25 million |
| PKR 25 – 50 million | PKR 25 – 50 million |
| PKR 50 – 75 million | PKR 50 – 75 million |
| PKR 75 – 100 million | PKR 75 – 100 million |
| PKR 100 – 150 million | PKR 100 – 150 million |
| PKR 150 – 200 million | PKR 150 – 200 million |
| PKR 200 million plus | PKR 200 million plus |
|  | Not Applicable |

|  |  |
| --- | --- |
| Compared to other competitors in this category, this budget is: | Less |
| About the Same |
| More |
| Not Applicable (Elaboration required below) |
| Compared to prior year spend on the brand overall, the budget this year is: | Less |
| About the Same |
| More |
| Not Applicable (Elaboration required below) |

|  |  |
| --- | --- |
| Budget Elaboration: Provide judges with the context to understand your budget.  In addition to providing context around your budget, if you selected Not Applicable to either of the previous two questions, explain why you selected Not Applicable.  **(Maximum: 100 words)** | **Effie Tips:**   * What was the balance of paid, earned, owned, and shared media? * What was your distribution strategy? * Did you outperform your media buy? * If your paid media expenditures are low, but production/activation/other costs were high, or there is a unique situation surrounding your budget, you should elaborate on this here. This is an opportunity to provide further context surrounding your budget so judges have a clear understanding and do not question the information provided above. |

|  |
| --- |
| Provide an answer here (optional). |

|  |  |
| --- | --- |
| **OWNED MEDIA**  Elaborate on owned media (digital or physical company-owned real estate), that acted as communication channels for case content.   Owned media examples may include a corporate website, social media platforms, packaging, a branded store, a fleet of buses, etc. | **Effie Tips:**   * If owned media platforms were selected on the Communications Touchpoints chart, judges will expect to see an explanation of those platforms in your response. * Similarly, any owned media described here must also be selected in the communications touchpoints chart. Make sure answers here relate directly back to the selected choices in the “Communications Touchpoints” chart. |
| Provide an answer. | |

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| **SPONSORSHIPS**  Note whether or not your effort included any sponsorships. If so, provide details regarding your sponsorships. |
| Provide an answer. |

|  |  |  |  |
| --- | --- | --- | --- |
| **COMMUNICATIONS TOUCHPOINTS**  Select all touchpoints used in the effort, based on the options provided in the below chart. Within your response to Question 3, explain which touchpoints from the below list were integral to reaching your audience and why. | | **Note**:   * On the creative reel, you must show at least one complete example of each communication touchpoint that was integral to the effort’s success. For example, if you mark 30 boxes below and 10 were key to the driving results and explained as integral in Question 3, those 10 must be featured on the creative reel. | |
| * Branded Content | OOH | | Radio |
| * Cinema | * Airport | | * Merchandising |
| Direct | * Billboard | | * Program/Content |
| * Email | * Place-Based | | * Promo/Endorsements |
| * Mail | * Transit | | * Spots |
| * Retailer-Specific | * Other | | Retail Experience |
| * Distribution Changes | * Packaging | | * In-Store Merchandising |
| * Ecommerce | Point of Care (POC) | | * In-Store Video/Kiosk |
| * Events | * Brochures | | * Pharmacy |
| Guerrilla | * Coverwraps | | * POP |
| * Ambient Media | * Electronic Check-In | | * Retailtainment |
| * Buzz Marketing | * Video (HAN, Accent Health) | | * Sales Promotion |
| * Sampling/Trial | * Wallboards | | * Store within a Store |
| * Street Teams | * Other | | * Other |
| * Tagging | * PR | | * Sales Promotion |
| * Wraps | Pricing | | Sampling |
| Interactive/Online | * Couponing | | * Direct Mail |
| * Brand Website/Microsite | * Trade | | * In-Store |
| * Contests | Print | | * OOH (event) |
| * Developed Retailer   Site Content | * Custom Publication | | * Search Engine Marketing (SEM/SEO) |
| * Digital Video | * Magazine - Digital | | * Social Media |
| * Display Ads | * Magazine – Print | | * Sponsorship |
| * Gaming | * Newspaper - Digital | | * Trade Communications /Promo |
| * Location-based Communications /  Real-Time Marketing | * Newspaper – Print | | * Trade Shows |
| * Manufacturer/ Retailer Website | * Retailer Publication | | TV |
| * Podcasts | * Trade/Professional | | * Branded Content |
| * Video Skins/Bugs | Product Design | | * Co-Op |
| * Other | * Account Specific | | * Interactive TV/ Video on Demand |
| * Internal Marketing | * Promo Specific | | * National Tagged Spots |
| Mobile/Tablet | Professional Engagement | | * Product Placement |
| * App | * Closed Loop Marketing (CLM) | | * Sponsorship |
| * Display Ad | * Congresses | | * Spots |
| * In-App or In-Game Ad | * Continuing Engagement | | User-Generated |
| * Location-based Communications /  Real Time Marketing | * Detail/E-Detail/Interactive Visual Aids (IVAs) | | * Consumer Generated |
| * Messaging/Editorial/Content | * Informational/Documentary Video | | * Viral |
| * Other | * In-Office | | * Word of Mouth |
| Other: | | | |

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| **COMPANY & INDIVIDUAL CREDITS**  The way your Agency Name is entered on this page is how your company will be recognized for publicity purposes and in the Effie Index if your case is a finalist or winner. The agency name, city, and state fields will be used to tally Effie Index Agency Office rankings.  All entries submitted from the same agency office location should list the "Agency Name" precisely the same way to ensure your office receives all relevant index points. Communicate with your corporate/executive team, PR department, and other teams entering into this year's competition from your agency office to ensure you are entering each agency name accurately and consistently.  See how agency offices listed their company name in last year's competition [here](http://effieindex.com/). |

**Company and Individual Credits may not be removed or replaced after time of entry**. It is critical for your team to thoroughly review the credits before submitting.

**CLIENTS**

Entrants are required to credit at least one client company. If there were two clients involved in your effort, credit the second client in the designated space below. Both clients will receive equal recognition in all publicity and in the Effie Index if your case is a finalist or winner.

The Client Company contacts provided here will not be listed publicly.

Please note that for publicity purposes, both the Brand Name (submitted in Entry Form) and the Client Company (listed below) are recognized. If your brand has an overarching parent company, please input the client company here (vs. the brand).

**CLIENT 1 (1 required, 2 max)**

|  |  |
| --- | --- |
| Client Company Name: |  |
| Type of Company: |  |
| Company Size: |  |
| Website: |  |
| Address: |  |
| City: |  |
| Country: |  |

|  |  |
| --- | --- |
| Main Contact | |
| First Name: |  |
| Last Name: |  |
| Title: |  |
| Phone: |  |
| Email: |  |

|  |  |
| --- | --- |
| CEO/Top Marketing Executive | |
| First Name |  |
| Last Name: |  |
| Title: |  |
| Phone: |  |
| Email: |  |

|  |  |
| --- | --- |
| Client Network: |  |

**LEAD AGENCY**

Entrants have the option to credit a maximum of two lead agencies (one required). If you credit a second lead agency, both agencies will be given equal recognition by Effie Worldwide in both publicity materials and the Effie Index. In order to be considered a second lead agency, you must certify that the work done by each agency was of equal weighting and each agency deserves equal recognition.

The Lead Agency contacts provided here will not be listed publicly.

Lead agencies are considered final at time of entry and cannot be changed after time of entry. You may not add or remove a second lead agency after time of entry.

**PRIMARY AGENCY (1 required, 2 max)**

|  |  |
| --- | --- |
| Agency Name: |  |
| Type of Company: |  |
| Company Size: |  |
| Website: |  |
| Address: |  |
| City: |  |
| Country: |  |

|  |  |
| --- | --- |
| Main Contact | |
| First Name |  |
| Last Name: |  |
| Title: |  |
| Phone: |  |
| Email: |  |

|  |  |
| --- | --- |
| Agency Public Relations Contact | |
| First Name: |  |
| Last Name: |  |
| Title: |  |
| Phone: |  |
| Email: |  |

|  |  |
| --- | --- |
| CEO/Top Executive | |
| First Name: |  |
| Last Name: |  |
| Title: |  |
| Phone: |  |
| Email: |  |

|  |  |
| --- | --- |
| Agency Network: |  |
| Agency Holding Company: |  |

**CONTRIBUTING COMPANIES**

Entrants are required to credit all key strategic partners on an effort. You may list up to four contributing companies here.

Contributing Company Main Contacts will be contacted if your entry becomes a winner & will not be listed publicly.

**CONTRIBUTING AGENCY (optional, 4 max)**

|  |  |
| --- | --- |
| Agency Name: |  |
| Type of Company: |  |
| Company Size: |  |
| Website: |  |
| Address: |  |
| City: |  |
| Country: |  |

|  |  |
| --- | --- |
| Main Contact | |
| First Name |  |
| Last Name: |  |
| Title: |  |
| Phone: |  |
| Email: |  |

|  |  |
| --- | --- |
| Agency Network: |  |
| Agency Holding Company: |  |

**INDIVIDUAL CREDITS**

Space has been provided to credit up to ten individuals who contributed to the case.

Please credit all key client and agency team members and ensure spelling & titles are confirmed.

You may only credit one individual per line and all individuals must be team members (current or former) of the credited companies. You may not credit additional companies in this section.

If you do not use all ten spaces and wish to add individual credits after time of entry, additions will only be accepted on a case by case basis. Therefore, we recommend using all ten spaces and making sure names are spelled correctly at time of entry.

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
|  | **First Name** | **Last Name** | **Title** | **Email** | **Company** |
| 1 |  |  |  |  |  |
| 2 |  |  |  |  |  |
| 3 |  |  |  |  |  |
| 4 |  |  |  |  |  |
| 5 |  |  |  |  |  |
| 6 |  |  |  |  |  |
| 7 |  |  |  |  |  |
| 8 |  |  |  |  |  |
| 9 |  |  |  |  |  |
| 10 |  |  |  |  |  |

" **note**: The above individuals (10 max) are the only individuals that will be listed publicly if your case is a finalist or winner. Company contacts provided in the above company credit sections will not be listed publicly.