

# 2021 **entry kit**



# welcome

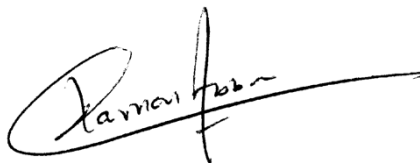
The year has been unprecedented that forced us to rethink and redefine the usual. Our sense of purpose is what gave us courage and persistence towards business continuity and against all odds we concluded the Effie Awards 2020. Now I am pleased to announce Effie Pakistan 2021.

Effies is not only a symbol of achievement, it represents the core of why we do what we do. It is also an important platform to spotlight our successes and learn from them and continue to strive for excellence making the business of marketing communications fulfilling, purpose driven and profitable for all the stakeholders.

The Effies not only celebrates great work in marketing effectiveness but also gives you an opportunity to showcase your work internationally. It was a proud moment when one agency from Pakistan was listed in the top 25 in APAC followed by a lot of individual and independent agencies being visible in the index. However, we have a long way to go and I hope that together we can cover the distance successfully.

With this spirit, I am looking forward to seeing your participation in the competition and many of you at our events throughout the judging season and at the awards night in April 2021. Please do not hesitate to contact me or any member of my team with questions. We are here to help!

Kind regards and all the best!



**Qamar Abbas**  
Executive Director  
PAKISTAN ADVERTISERS SOCIETY



**Qamar Abbas**  
Executive Director, PAS



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# entry basics | deadlines & fees

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## DEADLINE

First Deadline:	OCTOBER 31, 2020
Second Deadline:	NOVEMBER 20, 2020
Third Deadline:	NOVEMBER 30, 2020
Final Deadline:	DECEMBER 05, 2020

## ENTRY FEE

- Campaign submission across any category:**  
 (Fee per entry in product & service or special)
 

First deadline	PKR 85,000 + tax
Second deadline	PKR 95,000 + tax
Third deadline	PKR 105,000 + tax
Final deadline	PKR 120,000 + tax
- Single campaign submission in multiple categories:**  
 (Subsequent entries)
 

First deadline	PKR 55,000 + tax
Second deadline	PKR 65,000 + tax
Third deadline	PKR 75,000 + tax
Final deadline	PKR 95,000 + tax

 **note:** For multiple category discount to apply, you may choose the additional categories at the time of making the first entry or you may copy the first entry at a later stage to enter it in additional category/ies.

# entry basics | deadlines & fees

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## PAYMENT PROCEDURE

You are required to generate the invoice through the 'online entry portal'. Please email a copy of your invoice to the Awards Secretariat ([info@effiepakistan.com](mailto:info@effiepakistan.com)) for verification before processing the invoice to ensure the amount is correct.

Once the payment is received and checked by the secretariat, the entrant will receive an auto-generated receipt. If your organization's payment procedure requires a specific type of invoice or process, please inform us of this in advance by emailing us at [info@effiepakistan.org](mailto:info@effiepakistan.org) with the necessary details. **Please also note that once the invoice is generated, we will not be able to change the date of the invoice at any time.**

Submissions without the correct entry fee will not be accepted.

Payment can be made through pay order/cheque in the name of 'Pakistan Advertisers Society' and hand-delivered or couriered to:

**Ms. Mariam Vohra**  
Marketing Executive, Effie Pakistan  
Pakistan Advertisers Society  
Office 403, 4th Floor, Clifton Diamond, Behind Chase-Up,  
Block 4, Clifton.  
Karachi – Pakistan.  
Tel: +92 (21) 3583 6072-3 | Email: [info@effiepakistan.org](mailto:info@effiepakistan.org)

## REFUND POLICY:

- Entries that are disqualified (please see '[reasons for disqualification](#)') due to any reason will not receive a refund.
- Any case that has been submitted and later withdrawn, shall not be entitled to a refund.
- Any case that is not shortlisted or nominated will not be eligible for a refund.

# entry basics

# eligibility & rules

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**All marketing efforts that ran in Pakistan at any point between July 1, 2019 and September 30, 2020 are eligible to enter.**

Any and all marketing efforts that ran in Pakistan, whether **full campaigns** OR **unique efforts within a campaign** that leverage any one or multiple combinations of mediums are eligible to enter. These may include, but not limited to the following:

- Retail experience
- Digital
- Direct mail
- TV, Print, Radio, Outdoor, BTL, PR, etc.

Hence, any marketing effort that demonstrates how you tackled your objectives and achieved the results can be entered.

**Eligibility for Sustained Success:** Any local or international brand that has been marketed in Pakistan for at least **3 years as of September 30, 2020**, is eligible to enter.

The case must have made an impact during this time period and the results you provide must be within this time frame. **Elements of the work may have been introduced earlier and continued through this period, but the case must be based on data relative to the qualifying time period.**

**DO NOT** include results of campaign that did not run in this year's qualifying window. It will result in disqualification.

It is important to include context, data, and results prior to the eligibility period. This enables judges to better understand the significance of your objectives and results.

Judges also appreciate understanding your case in the real marketplace and your future outlook if your case is ongoing. Make sure to address your future outlook.

Effie Pakistan **DOES NOT ACCEPT** test efforts into the awards competition.

## REPEAT CAMPAIGNS

Older campaigns that ran for a substantial period between July 2019 to September 2020, are also eligible to enter.

Please note that for all such campaigns the supporting results and data should be relative to the qualifying period i.e. **July '19 to September '20**.



# entry basics

# eligibility & rules

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## REENTERING PAST WINNING WORK

If your work continued running in this year's eligibility window and you have results from this eligibility window you may re-enter past winning efforts within the following requirements:

- **2020 Gold Effie winners** can re-enter a category in which they did not win Gold.
- **Past Silver and Bronze Effie winners** can re-enter any category
- **Past Gold Sustained Success winner** can only re-enter the sustained success category after 3 years.
- **2020 David vs. Goliath winning brands** (Gold/Silver/Bronze) are not eligible to enter the David vs. Goliath this year.

## ENTERING MULTIPLE CATEGORIES

You may enter an effort only into one Product/Service category but multiple Specialty categories. You will need to submit a separate entry and pay separate entry fees for each category submission.

Each entry should be customized 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.

## ONLINE ENTRY SUBMISSION

To enter Effie Pakistan 2021, all parts of the entry with all the required material mentioned in the checklist can be ONLY SUBMITTED ONLINE at <https://effie-pakistan.acclaimworks.com>.

The portal will open on 21<sup>st</sup> of September 2021.

# entry basics | eligibility & rules

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## RULES

- By entering your work in the competition, the Effie Worldwide, Effie Pakistan and Pakistan Advertisers Society is automatically granted the right to make copies, reproduce and display the creative materials (creative reel and images) and case summaries for education and publicity purposes such as but not limited to the Effie Awards Journal, Website, Partner Websites, Newsletters, Programming/Conferences and Awards Gala.
- Effie Pakistan Secretariat reserves the right to re-categorize entries and split/redefine categories and/or refuse entry at any time as it feels appropriate.
- Submissions will not be considered complete until all required forms and creative materials have been uploaded and submitted online with full payment. Only completed, paid submissions will be processed.
- By signing the **authorization and verification form**, you represent and warrant that the Works submitted are original work by you and accurate and is **not plagiarized and will not infringe** upon the personal or proprietary rights of or give rise to any claim by any third party, including but not limited to claims based on copyright, trademark, patent, defamation, physical injury, or invasion of privacy or publicity. In addition, if any complaint or claim relating to any of the Works is made by any third party at any time, whether a formal legal complaint or otherwise, you will be liable to respond to and defend against such complaint or claim and you will hold Effie Worldwide, Effie Pakistan and Pakistan Advertisers Society harmless from and against any such complaint or claim.
- By signing the authorization and verification form, you certify that the information submitted for this case is a true and accurate portrayal of the case's objectives and results and that the case ran between July 1, 2019 – September 30, 2020 in the markets specified in this entry, which meets the criteria of this category. Entry constitutes permission to be included in a data set for Effie Awards research purposes that do not breach confidentiality.
- Effie Pakistan **DOES NOT ACCEPT TEST EFFORTS** into the awards competition. Work submitted must be original or you must have received rights to submit it.
- At any point in time, if an effort is found to be plagiarized, Effie Pakistan reserves the right to disqualify the entry at any stage of the competition or withdraw any level of award that has been conferred even post announcement of the competition winners.
- The credits you submit are considered final and will not be changed for any reason, including if the agency and/or client experience a name change and/or merger after the time of entry. The credits you submit may be published and/or appear on recognition certificates.
- Upon entering the competition, all email addresses provided will be added to the Effie Worldwide, Effie Pakistan and Pakistan Advertisers Society mailing list and may receive emails regarding competition news, judging events, content, etc. Individuals may opt-out of the mailing list via the unsubscribe link within any newsletter email.
- By submitting your entry in the competition, the participant and its company agree to all the terms and conditions and rules as set in the Entry Kit.

**All decisions made by the Effie Pakistan Secretariat in all matters relating to the competition shall be final and binding.**

# entry basics

# resources

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## CATEGORY LISTING

You can download a detailed category listing with definitions from [here](#). You will also find the details at the end of this Entry Kit.

## ADVICE FROM THE JURY

Review the most common feedback judges give the entrants. The guide breaks down each of the four scoring sections to show what the judges are looking for. It also provides general tips on writing a clear and effective entry.

Find this resource [here](#).

## CASE STUDIES

See sample case studies of effective work from recent winners [here](#).

Additional case studies can be reviewed through the subscription-based Case Study Database. For any questions on the database and subscription, please contact [subscription@effie.org](mailto:subscription@effie.org).


## REASONS FOR DISQUALIFICATION

Please review the Reasons for Disqualification on [page 23](#) of this entry kit. Review this document in detail to ensure your entry meets all requirements.

# entry basics | checklist

entry basics/entry form & reqs/publication & confidentiality/judging/categories/contact

The following is the material required to complete your submission:

ITEM	DESCRIPTION
Entry Form	To be filled ONLINE   <b>note:</b> Sample Entry Forms can be downloaded from the Effie Pakistan website ( <a href="https://effiepakistan.org/">https://effiepakistan.org/</a> ) under 'how to enter' section.
Creative / Communication Reel	One high-quality 3-minute max. duration for all categories. For Sustained Success the max. duration to be 5-minutes.  Size should not exceed 100MB. Format: WMV/MP3/MP4/MPEG
English Subtitles	<b>Translation:</b> All commercial/creative execution should be with English subtitles.
Credit Form	Eight (8) companies and a minimum of ten (10) individuals to be credited on an entry.
Case Image of Your Work	Upload 1 high-resolution image (.jpg/.jpeg) that best represents the essence of your case. This will be used on the website, Awards Gala, media promotions and educational purpose.
Case Summary	A brief summary – 90 words – that best describes the challenge, how/why of the strategies implemented and results.  Will be used on the website, Awards Gala and for media promotion.
Team Photo	A group/collage of photo of all the team members (client, agency, media agency, production team, etc.) that were an integral part of the campaign.
Authorization & Verification Forms	A declaration that the submitted information is true and accurate. It also affirms that all the parties, clients and agencies, have agreed to participate.
Payment	Check/pay order in favor of Pakistan Advertisers Society.

 **important:** All the above is mandatory to complete your submission.



# entry form & requirements

## overview

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Entries can **ONLY BE SUBMITTED ONLINE** in the Entry Portal at <https://effie-pakistan.acclaimworks.com>.

Before you begin, **DOWNLOAD THE ADVICE FROM THE JURY** and **TEMPLATE ENTRY FORMS**. It will help you craft an effective entry.

Use the Entry Form template to draft your answers and collaborate with team members, partner agencies, and clients. Then copy your answers in the Online Entry Portal to each question into the corresponding question in the online system.

The written entry form tells the story of the effort from beginning to end. Each part of the submission should work together and tell a story. When writing your entry form be sure to review the resources outlined on the prior page.

There are three (3) entry forms for the 2021 effie pakistan competition:

- Main Entry Form ([click here](#) to download)
- Sustained Success Entry Form ([click here](#) to download)
- Marketing Innovation Solutions Entry Form ([click here](#) to download)

**! Important:** If a single case is submitted in multiple categories, the entry form/written case should be CUSTOMIZED as per the category entered that best describes how the case has performed well in the context of that particular category – judges frequently note when a standard entry has been reused for multiple categories. List of categories with their definition is given at the end of the Entry Kit.

### DO NOT:

- include logos, graphics, pictorial elements and screen grabs of your creative work in the written case;
- include an agency (ad, media, other) name anywhere in the entry form;
- omit facts or leave judges with unanswered questions.

**Useful Tip:** See our [Case Studies](#) and '[Advice from the Jury](#)' to see winning work and what makes an effective entry.

# entry form & requirements

# online entry portal


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## ENTRIES CAN ONLY BE SUBMITTED ONLINE.

The 2021 Online Entry Portal is available at <https://effie-pakistan.acclaimworks.com> and will open on September 21, 2021.

To get an early start on your entry, register yourself now and familiarize with the requirements and information you need to complete there. Additionally, this also registers your intent to enter with Effie, so you will be kept up-to-date with competition news.

Create one log-in account for your company and have multiple entries under that account OR you can create a separate login account for each entry (one log-in account per email address). Either approach is fine.

 **note:** If you registered yourself last year, you can use the same login ID and password to enter this year's competition. In case of lost of password, use the 'forgot password' option.

You may edit/delete/change your entries at any point until you click submit. Effie Pakistan will only view the submitted entries; hence feel free to work as much as you like to perfect your submission until you click submit.

The Online Entry Portal includes the following steps:

- Entrant Details
- Online Entry Form
- Additional Backend Data
- Uploads
  - Creative communication reel (.wmv/mp3/mp4/mpeg)
  - Samples of your work (.jpeg / .jpg) - Optional
  - Case image (.jpeg / .jpg) Team photo (jpeg / .jpg)
  - Authorization form (.jpeg / .jpg)s

## Key Features of Online Portal:

- Once you have completed an entry, you have an option of **cloning an entry**, in case you wish to submit the entry into multiple specialty categories. The form can then be customized as per the category specifics.
- **System generated an invoice.** Once the entry is submitted, you can self-generate the invoice as per the entries that you are submitting for processing a payment. The invoice can only be generated once the entry is complete and submitted.
- **Save/print a pdf. version** at any time.

For any queries at any stage, please feel free to contact Effie Pakistan Secretariat at [info@effiepakistan.org](mailto:info@effiepakistan.org).

# entry form & requirements

## writing the case

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### SCORING SECTION I: Challenge, Context & Objectives (23.3% of score)

In this section, the judges will assess the case for the **suitability and ambition of the objectives** within the framework of the challenge and the context provided.

- Entrants should detail what objectives they had and why they are significant. If the entrant did not have objectives upfront or they were open-objectives, they should explain this. Judges consistently state that they can tell when objectives have been retrofitted and down score entries because of this.
- **Provide context, data, and results prior to the eligibility period.** This enables judges to better understand the significance of your objectives and results.
- Give **background information** about your category, marketplace, company, competitive environment, and the degree of difficulty of this challenge. **Do not assume that all the judges would know your category. Lack of context is one of the most common judge complaints.**
- While stating the challenge, **detail the business problem** the effort was meant to address. Why was this a challenging situation?
- Who is **the audience** you are trying to reach? Why? Describe their attitudes, behaviours, culture, etc.
- **Why your objectives are significant for your brand.** Provide **prior year benchmarks** if available.
- The tools you planned to use to measure each objective.

### SCORING SECTION II: Insights & Strategic Idea (23.3% of score)

Explain your strategic process and thinking to the judges. Your idea should be borne from these unique insights. The judges will also evaluate how inventive and effective the Idea & Strategy are in meeting communications challenge.

- Share your insight in one sentence. Explain how it originated. What research was done that resulted in the insight or awareness of the opportunity or revised/validated it after the fact?
- Explain how the big idea addressed the challenge.

### SCORING SECTION III: Bringing the Idea to Life (23.3% of score)

Judges are looking to see why you chose specific media channels – how do they relate to your strategy and audience? Is creative work effective? Does it address your objectives? Entrants should articulate their media and creative strategy.

- Tie your insights and strategic challenge into your communications strategy. Did your communications change over time? Explain how.
- Explain why you selected the media channels – why were these right for your audience and idea?

### SCORING SECTION IV: Results (30% of score)

Judges are looking for direct correlations between real objectives and results. E.g., if the objective is to improve brand awareness, the proof cannot be an increase in sales. If you achieved additional results, explain what they were and why they are significant. If you did not achieve a particular objective, explain this.

- Define success in your category.
- Be sure to provide context (category/prior year, etc.) Explain the significance of your results.
- Tie results back to the KPI's set in section 1.

**Useful Tip:** Collaboration yields the strongest cases. To put a winning case, participating companies are encouraged to work with all the partners that were integral in the successful effort.

# entry form & requirements

## sourcing the data

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All data, claims, facts, etc. included anywhere in the entry form must include a specific, verifiable source. Entries that do not source data will be at a disadvantage at the scoring stage.

- Source the data/claims by listing the specific name of the company (except when the source is an agency) next to each piece of data or in clearly marked footnotes at the bottom of each relevant page.
- When the source is an Agency (ad, media, or other), reference it via the term "Agency research", as Effie Pakistan is an agency blind competition.
- Judges encourage third-party data when available.
- Be specific in documenting all evidence in terms of the time period, the research involved, etc.
- Graphs or charts may be used to present results.
- Acceptable sources can be advertisers data, agency research (referenced as 'agency research') or third party research companies.
- The Award Secretariat reserves the right to check all sources provided for accuracy.

**! Disqualification:** Do not include agency names/logos in your Written Cases, Creative Reel or Creative Images. Including agency names/logos in any of the above is a reason for disqualification.



# entry form & requirements

## top tips

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### TIPS FROM THE JUDGES

- Carefully review and **answer all parts** of the question and **review the "Effie Tips" for each question**. Judges will deduct points if all aspects of the question are not answered.
- **Be direct, clear, concise, interesting, and easy-to-read**. Treat the **entry form as a story** – each section should link.
- "The entrants who **build the cases from a place of real honesty, authenticity, and simplicity vs. marketing jargons** were really the strongest. I'd recommend that all the entrants **have someone from who don't work in marketing read the entry** to see if they understand it. If they can, then it's probably good."
- **Use a voice of honesty** – judges are looking for the real situation you started with, what you achieved, and the persuasive argument that ties back the results with the objectives.
- "My biggest issue was that the creative reels seemed to gloss over the creative rather than showcasing it. **Don't give me a video version of an over-dramatized case**. Showcase the creative and tell a rich, compelling story via your writing."
- **Provide competitive landscape**: Include a clear picture of the marketplace situation as the jury reviewing your entry may not be aware of it.
- **State why results are significant in the context of your situation**. Simply presenting results without defending them will not cut it.
- **Write to someone with no knowledge of your industry sector**. Judges likely do not have experience in your category sector and you need to provide context so they can understand the difficulty of your challenge and the significance of your results.
- **Address every objective in your results section and guide judges through the results achieved** – how do the social metrics tie to the awareness and behavioural goals of the brand? How does this link to sales or market share goals (if relevant)?
- **Eliminate any other factors that judges may mistakenly believe could have contributed to the success** – economic factors, pricing, distribution, weather, etc. - prove it was your work's contribution that led to the results.
- **Be real**. Judges appreciate entrants for explaining what went wrong, what you changed, etc. Cases that retrofit objectives to match results do poorly.
- **"More chart and graphs vs. words in results**. It is easier to see results visually than in a narrative form.
- **PROOFREAD. PROOFREAD. PROOFREAD. & EDIT. EDIT. EDIT.**

For more tips and detailed guidance on each of the scoring sections, review the [Advice from the Jury](#).

To review past winner Case Studies click [here](#).

# entry form & requirements

## creative reel

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Your creative work is scored as part of Scoring Section 3: Bringing the Idea to Life, which also includes your written response to Question 3 and the data presented in the Media Addendum. This section accounts for 23.3% of the total score.

**THE PURPOSE OF THE CREATIVE REEL** IS TO PROVIDE JUDGES WITH EXAMPLES OF THE CREATIVE WORK THAT YOUR AUDIENCE EXPERIENCED.

**ONLY 1 CREATIVE REEL PER ENTRY**

### CONTENT

- At a minimum, 70% of the reel must be examples of creative work the audience experienced.
- **Label** each creative example by type of media (TV spot, Radio spot, etc.).
- **No result** (of any kind) may be included.
- 3-minute maximum. For Sustained Success 5-minute maximum.

The creative reel should showcase the creative that brought the big idea to life. **Judges are often frustrated when reels do not show enough examples of the creative work and too much time is spent re-telling the story told in the written case study.**

**– DO NOT** make your show reel an audio-visual presentation of your written case. Judges are required to read the written case before viewing the creative reel, so it is not necessary to repeat your written case. Any set-up or explanation may not interfere with the judge's ability to review sufficient examples of your creative work. Creative and communication elements submitted must directly relate to your Strategic Objectives and Results outlined in the written form and must have run in the marketplace.

You do not need to feature all items selected in the communications touchpoints checklist, only those integral to the case's success that are explained in your written case. Points will be deducted if the importance of print ads, for example, is mentioned in the written case, but not demonstrated in the reel. Alternatively, creative elements that are shown in the reel, but not outlined in the written case are cause for down scoring. The creative reel should complement your response to Question 3.

Because the judges read the written case first and the focus of the reel is on the creative work, no results – hard or soft – may be included in the creative reel. Judges are aware that results are not allowed in the reel and express frustration when entrants submit reels with statements that reference results.

"The creative reel should showcase all of the work that I've just read about and want to see. I'd rather clearly see the different executions over hearing setup."

### TIME DURATION of the Creative Reel:

- All categories: Maximum 3mins
- Sustained Success: Maximum 5mins.

**TECHNICAL SPECS:** One **high quality**/resolution. The size should not exceed more than 100MB.

# entry form & requirements

## creative reel

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### DO NOT INCLUDE

- Results of any kind – including numbers of social media likes, followers, etc\*
- Competitors work or logos
- Agency names, logos or images
- Any stock music/images that will cause confusion for judges with how your work ran in the marketplace. Any stock music/images that did not run in the original creative that you do not have the rights to include.
- Editing effects that cause confusion with how the work ran in the marketplace, e.g. music or voiceover added on top of TV spots.

### MUST INCLUDE


- **At least one complete example of each of the integral communications touchpoints mentioned in the written case (question 3) \***  
- includes any type of work (print, radio, web, OOH, TV, etc.)
- If time allows additional examples of specific creative materials
- **Translation for non-English work**
- You may edit down video clips longer than 60 seconds when it is necessary to do so in order to show other examples of your work. However, you should showcase as much of the example as you can to give judges a clear understanding of what your audience experienced.
- Any video elements 60 seconds or shorter must be shown in full.

## STOCK IMAGES & MUSIC THAT DID NOT RUN IN YOUR CREATIVE WORK

Do not add music/stock images that did not run in your creative work to your reel unless you secure rights to include those supplemental materials.

## SUSTAINED SUCCESS SUBMISSIONS

- 5-minute maximum
- Feature work that ran in the initial year (initial year is either year case started or more than 3 competition years ago, at least 1 interim year, and the most current year of the case.
- Clearly, mark the year the work ran in the marketplace before (or as) the work is shown on the reel.

 **note:** Creative material becomes the property of Effie Pakistan and will not be returned. If you are a winner, the video will be featured in the winner showcase on the website forever and be used for other purposes including, but not limited to the gala, a winner reel, a conference, etc. so do not include any confidential information.

# entry form & requirements

## images

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### IMAGES OF THE CREATIVE WORK (Optional, 6 maximum)

After the judges read your case and watch the creative reel, they look at image examples of your creative work. Images submitted should complement your reel and help the judges better evaluate creative elements that ran in front of your audience.

This is an opportunity to showcase your creative work and:

- highlight elements that are better seen as still images e.g. website, print ad, direct mail piece, etc.
- draw further attention to key creative elements you wish to highlight or let the judges have another look at after watching the creative reel.

Technical Specs: .jpg/.jpeg.

❌ **DO NOT** include agency names or logos on any creative materials submitted for judging.



# entry form & requirements

# authorization & verification

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The **Authorization and Verification** form must be signed off by senior leadership of an agency or client company e.g. President, CEO, COO, CMO, Director Marketing, Directors, etc.

The authorization and verification form confirms:

- Accuracy of entry information and authorization of submission.
- Company and individual credits have been thoroughly reviewed by senior leadership to guarantee all integral strategic partners are credited properly for the Effie Index and awards recognition.
- Work submitted is original or the client and agency have the rights to submit it.

If you are submitting an effort into multiple categories, separate Authorization & Verification Forms must be signed for each submission.

If you make any changes to the company or individual credits, you will need to re-print the Authorization & Verification Form to be signed.

[Click here](#) to download the Authorization & Verification Form - fill, sign and upload on the Online Entry Portal.

# entry form & requirements

# publicity materials

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## CASE IMAGE

- This should be an image of the creative work that best represents the essence of your case. This will be used for publicity and promotional purposes.
- Please do not upload a print ad of your campaign as a case image.
- **Technical Requirements:** .jpg or .jpeg, high-res for printing, CMYK format, 100% of size

## TEAM PHOTO

- All entrants should upload one (1) team photo/collage of the lead agency with the client team. The photos will be used to recognize your team if you are a winner at the awards show and in other award promotional platforms. Please submit the photo as follows:
- A single team photo/collage that includes both the client and all the partner agencies with names/designations.
- Team photos should be uploaded as high-resolution jpg/jpeg files.
- **Technical Requirements:** 300dpi, .jpg or .jpeg, 1,000 pixels minimum wide or tall, 15MB max.

## COMPANY LOGO

- Company logos are required for all lead agencies and clients credited on the case.
- **Technical Requirements:** .eps or .ai format.

## CREATIVE EXAMPLES FROM JUDGING

The creative work provided for judging i.e. creative reel and images will also be used for publicity and promotion purposes.

# entry form & requirements

## credits


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Effie Pakistan recognizes the effective teamwork needed to create an effective work and therefore all partners and individuals integral to the case deserve recognition at the time of win.

At no time will Effie permit individual or company credits to be removed or replaced. [Click here](#) to download the credit template form.

### COMPANY CREDITS

- Credit all contributing creative/strategic partner. Think carefully about your partners – clients, agencies of all types including full service, media, digital, production houses, PR, events, media owners, etc.
- Space has been provided in the Entry Portal to credit:
  - Client companies: 2 client companies, 1 is required.
  - Lead agency/s: 2 lead agencies, 1 is required.
- If there are two (2) Lead Agencies, they will be regarded as a co-lead agency and given equal recognition. 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. Second Lead Agencies must be designated at the time of entry – you may not add or remove second lead agencies after the entry period.
- **Contributing companies:** Up to 4 contributing companies, if any, therefore optional.
- Please ensure the spelling and format of names of other companies and individuals and their designations are correct so they receive proper credit if your efforts are a finalist or a winner.
- Thoroughly review company credits at the time of entry, as credits cannot be removed after the time of entry. Senior leadership must sign off on the credits using the Authorization & Verification Form.

 **note:** If you are an advertiser submitting in-house work, please list your company as both the Lead Agency & Client. You may also credit any contributing companies who assisted with the effort.

### INDIVIDUAL CREDITS

- You may credit up to ten individuals (max.) from any of the credited companies. All individuals must be team members (current or former) of the credited companies.
- You may not credit additional companies in this section. All individuals listed will be credited in the online Case Study Database.
- If you do not use all ten spaces and want to add names after the time of entry, changes will only be accepted as per the credit amendment policy.

### CREDIT AMENDMENT POLICY

- The Client, Lead Agency and Additional Lead Agency (if applicable) are considered final at the time of entry and cannot be removed or added after the entry is finalized.
- Additional contributing company credits/individual credits can be added after the entry is finalized only if the entry did not already credit the maximum number of contributing companies and individuals permitted.
- **Credit additions and amendments after the time of entry require a Rs. 25,000 + tax per change and are not guaranteed. No credit edits/additions are permitted after 10<sup>TH</sup> January 2021.**
- All credit requests will be reviewed and accepted at the discretion of Effie Worldwide and are not guaranteed

# entry form & requirements

## the effectiveness index

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### THE EFFIE INDEX

The Effie Effectiveness Index ([www.effieindex.com](http://www.effieindex.com)), the global ranking of marketing effectiveness, uses the credits submitted at the time of entry to tabulate the yearly rankings. Rankings include Marketers, Brand, Agency, Independent Agency, Network, and Holding Company. Below is some guidance on how the credits lead into the rankings.

- If your case becomes a 2021 Effie finalist or winner, the credits submitted will be used to tally 2021 (2021+1) Effie Effectiveness Index results. Because different point values are given to lead and contributing companies, it is critical that all brands and companies are properly credited at the time of entry.
- We request that all entrants communicate with their own office and the offices of their credited partner companies to ensure all client and agency company names are credited correctly. This information should be communicated to contributing companies as well. Review [www.effieindex.com](http://www.effieindex.com) to see how your company office has been listed in recent years.

Differences as small as **punctuation and capitalization** could impact how your brand/company is ranked in the Index. Please ensure that all credits are submitted correctly at the time of entry. (For example, if your agency name includes the city Karachi, be consistent with the listing across all entries. Select one method and stick to it: 'Agency Karachi' vs. 'Agency - KHI' vs. 'Agency - Karachi'.)

### AGENCY OFFICIAL RANKINGS

- Agency rankings are compiled using the Agency name, city and state as listed in the Credit Form.
- Whether or not the city/state is included in the "Agency Name" field, the Index rankings will be based on the location of the office using the city/state fields. Effie encourages consistency year-to-year.
- The agency name submitted will also be how the effort is publicly recognized if the entry becomes a finalist or winner. If your agency office prefers to be known as "AgencyName CityName," then agency names should be listed accordingly.
- Be sure to guide all teams entering the competition within your office to list the company name in a consistent manner – this includes consistent capitalization, spacing, punctuation, abbreviations, etc. This will ensure all finalist/winning cases from your office location can easily be tabulated together.

### AGENCY NETWORK & HOLDING COMPANY RANKINGS

The way the agency name is entered in that field does not affect the Agency Network or Holding company rankings, though it will be reviewed for accuracy.

# entry form & requirements

# reasons for disqualification

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## DATA NOT REFERENCED

- All data, claims, facts, etc. presented anywhere in the entry form must reference a specific, verifiable source. Sourcing data is not limited to the results section. The Effie Awards reserves the right to check all sources provided for accuracy.
- Sources must be as specific as possible in documenting all evidence; provide a source of data, type of research, and the time period covered. Because of Effie's specific eligibility time period, it is crucial to include the dates for all results presented in your case.
- Suggested Sourcing Layout: Source of Research, Research Type, Dates Covered.
- You are not required to follow a specific format; however, Effie recommends using footnotes. Acceptable sources can be: advertiser data, agency research or third-party research companies + include additional details. Use the specific name of the company to reference a source except when the source is an agency (ad, media, or other). Because Effie is an agency-blind competition we require agency research to be referenced via the term "Internal Research." This applies to all agencies, not limited to the entering agency. You may list "PR Agency Research," "Media Agency Research," "Agency Research," etc. However, you must still be as specific as possible about this source.

## AGENCY NAMES/LOGOS

Published in the entry form or in the creative materials. Effie is an agency-blind competition; no agency names should be included in the materials that judges will review (entry form, media addendum, creative reel, creative images).

## INCLUDING RESULTS ON THE CREATIVE REEL

Refer to the Creative Reel instructions in this document for full details. The reel is simply meant to showcase the work as it ran in the marketplace.

## FAILING TO ADHERE TO THE EFFIE ELIGIBILITY RULES

Data presented must be isolated to Pakistan. The Effie eligibility period is 1st July 2019 – 30th September 2020. The results the judges are evaluating must be within this period, but data prior to the eligibility period may be included for context. No results after 30th September 2020 may be included.

## FAILING TO FOLLOW THE FORMATTING REQUIREMENTS:

- Colour may only be used in charts and graphs in the entry form. All written answers must be in black font. No screen grabs or other images of your creative elements in your entry form. These should go on your creative reel or the creative images for judging. Do not include any other graphics or pictorial elements in your written entry form (unless they are part of a chart/graph).
- Do not include competitor logos or work. Competitor logos and creative work may not be included anywhere in your entry form or creative reel.
- Answer all questions. If a question is not applicable, you must state this directly under the question. You may not leave any question blank.
- Adhere to any/all page and/or word limit rules. You may not include an appendix. If your case requires the addition of a Translation, these materials can be added in the sections available, through your answers to the Executive Summary & sections 1-4 must fall within the limits.

# publication & confidentiality

## case study publication

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Effie Worldwide and Pakistan Advertisers Society are a non-profit organization that stands for effectiveness in marketing communications and encourage innovation and thoughtful dialogue. In order to help fulfil this mission and provide learning to the industry, the award program relies on entrants' willingness to share their finalist and winning case studies with the industry.

The Effie Awards competition offers finalists and winners the opportunity to have written case study published in Effie Case Database. By providing permission to publish your written case, you are:



### **Bettering the industry**

By allowing other marketers to learn from your success, you are inspiring the industry to raise the bar and make their marketing better.



### **Bettering the future leaders of our industry**

Colleges and universities use Effie case studies in their courses, and Collegiate Effie participants learn how to write their own effective submissions by learning from yours.



### **Showcasing your team's success in achieving one of the top marketing honours of the year**

Publishing a case study is also another form of acknowledgement of the great work that has been produced by individuals and companies. Effie wins help attract new talent, prove the importance of marketing in business, and strengthen agency-client relationships.

We respect that entries may have information deemed confidential. Within the online Entry Portal, entrants are asked whether or not publishing permission is granted for the written entry. Entrants may select from the following options:



**"YES"** – You agree that the written entry form may be published as it was submitted and reproduced or displayed for educational purposes.



**"YES - EDITED VERSION OF THE WRITTEN CASE"** – You agree to submit an edited version of your case study for publication which will be reproduced or displayed for educational purposes. You may redact any confidential information.



**"UNDER REVIEW"** – If your case becomes a finalist, Effie will reach out to your team to further discuss the publication options for your case.

**The written case is the only portion of the entry that should contain confidential information.** For that reason, the written case is the only portion of the entry that is included in the publication permission policy.

As creative material (reel and images) and publicity material becomes the property of Effie Worldwide and its partner programs and can be published as deemed appropriate, therefore materials for publicity, creative reel and images should not carry any confidential information.

# publication & confidentiality

## confidentiality

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The written case is the only portion of the entry that should contain confidential information. For that reason, the written case is the only portion of the entry that is included in the publication permission policy.

Creative material (reel and images) and publicity material becomes the property of Effies and its partner programs and can be published as deemed appropriate, therefore it should not carry any confidential information.

## JUDGING


Judges are required to sign confidentiality agreements and cannot remove, copy or take any material from the judging sessions. They are individually matched with entries and categories that do not pose any conflict of interest.


## INDEXING DATA

While judging is secure and entrants may select publication permission for their written case, Effie understands some entrants may still have concerns regarding sensitive information. Entrants may choose to provide numbers as percentages or indexes rather than actual numbers.

## CREATIVE WORK & MATERIALS FOR PUBLICITY


The creative material and case summary you submit into the competition becomes the property of Effie Worldwide, Effie Awards Pakistan and Pakistan Advertisers Society and will not be returned. By entering your work in the competition, the Effie Awards/Effie Worldwide is automatically granted the right to make copies, reproduce and display the creative materials, case summaries, and statements of effectiveness within the context of your Effie entry for education and publicity purposes.

 **Creative material:** 3-minute creative reel, all .jpg images and hard copy examples of the work. In regards to confidentiality concerns in the Creative Reel, see the section on Creative Reel. Per entry rules, results (of any kind) may not be included in the creative reel. Confidential information should not be featured in the creative reel. In extraordinary circumstances, Effie will review requests to submit an edited video for publication.

 **Publicity Materials:** Entrants are asked to provide images (company logos, team photos, images of the work) and written summaries for publicity purposes. These materials should be provided with publication in mind. The case summary is your 90-word public summary and 80-character statement of effectiveness of your case.

## NOMINATING A JUROR

We recommend nominating your client and agency team members for judging. Participating as a judge is one of the most valuable ways to learn about the award, understand how judging works, and experience our security and confidentiality rules firsthand. To nominate a judge, please email us at [info@effiepakistan.org](mailto:info@effiepakistan.org) or fill out the [JUDGE APPLICATION FORM](#).

 **note:** We realize that the entry form may have information deemed confidential by the client; Effie Pakistan ensures full confidentiality. However, if you have concerns regarding submitting your written case, the Effie Pakistan Secretariat would be happy to set-up a time to speak with you about confidentiality during judging; how to involve key team members in the judging process; and how you can submit indexed data. If you would like to have a further discussion, please contact **Afsheen Rizavi**, [afsheen@pas.org.pk](mailto:afsheen@pas.org.pk).

# judging | jury and scoring

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## THE JURY

The Effie Pakistan jury panel comprises of some of the brightest and most experienced panel of experts, specialists and practitioners in the field of marketing, advertising, academia, creative, media and research that have a proven track record of excellence in their area of work.

Jury members sign confidentiality forms and review work within a secured judging location. Scoring is done individually and confidentially.

Jurors are specifically matched with cases that do not prove a conflict of interest. For this reason, it is critical that entrants provide market and category context in their entries. Give judges a clear understanding of the category situation and explain what your KPIs mean in the context of your category. For example, what does a 1% increase mean in the beverages market? For the past performance of your brand? etc.

## SCORING SYSTEM

The lens through which each case is evaluated is effectiveness. Judges are asked to evaluate specific criteria in scoring a marketing case's overall effectiveness and provide four separate scores analyzing specific attributes of the work. The breakdown is as follows:

• Challenge, Context & Objectives	23.3%
• Insights & Strategic Idea	23.3%
• Bringing the Idea to Life	23.3%
• Results	30.0%

 **note:** The above scoring system applies to all the categories.

- The judges' scores determine which entries will be finalists and which finalists are awarded a gold, silver or bronze Effie trophy.
- Finalists and each winning level have a minimum qualifying score.
- A category may produce one or multiple winners of any level or perhaps no winners at all – no matter the number of finalists.
- Not all finalists become winners. Similarly, if there is only one entry in a category or as a finalist, it doesn't imply that it is a winner.

## THE PROCESS

By the time an Effie Pakistan entry has reached the winners' circle, it has survived two rounds of evaluation.

**Round One:** Every entry is reviewed by at least 5 to 7 judges who review written cases and creative reels on a stand-alone basis without comparison to other entries in the category. This is followed by a brief discussion after which jurors give individual scores confidentially.

**Final Round:** The judges' scores determine which entries will be finalists and which finalists are awarded a gold, silver or bronze Effie trophy. This round evaluates all the shortlisted entries against each other within a category. Like Round One, all elements of each case are reviewed and scored by multiple judges. Final Round judges discuss the finalists in the category before finalizing their scores.



# judging | grand effie


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## THE GRAND EFFIE

The highest-scoring Gold Effie winners are eligible for the Grand Effie Award. The Grand Effie represents the single best case entered in a given year.

There will likely be something 'breakthrough' about it – whether that be the way a market was reframed, an insight that opened new possibilities, a creative leap that achieved real standout, or the discovery of a new way to engage with an audience – all with the expressed purpose and proven capability of delivering outstanding effectiveness.

As the Grand Jury is so senior and they express their collective opinion, the winning case represents both the most effective case of the year and a message that will be sent to the industry about lessons for the way forward.

 **note:** Sustained Success category cases are not eligible for the Grand Effie Award.

# judging

# special recognitions

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## EFFIE PAKISTAN'S LOCAL SPECIAL RECOGNITIONS

### AGENCY NETWORK OF THE YEAR & EFFIE PAKISTAN MARKETER OF THE YEAR

Effie Pakistan will celebrate a special recognition of Effie Pakistan's 2021 Agency Network of the Year and Effie Pakistan's 2021 Marketer of the Year.



**Effie Pakistan's 2021 Agency Network of the Year** – Recognizing the most effective agency network within the 2021 Effie Pakistan competition.



**Effie Pakistan's 2021 Marketer of the Year** – Recognizing the most effective marketer within the 2021 Effie Pakistan competition.



**Marketers and agency networks of Lead agencies receive:**

Award Level	Points
Grand Winner	12 points
Gold Effie Winner	8 points
Silver Effie Winner	6 points
Bronze Effie Winner	4 points
Finalist	2 points



**Contributing agencies receive:**

Award Level	Points
Grand Winner	6 points
Gold Effie Winner	4 points
Silver Effie Winner	3 points
Bronze Effie Winner	2 points
Finalist	1 point

**note:** Local special recognitions are not formal Effie wins and do not receive additional credit in the Effie Index.

# judging

# winner information

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## WINNING AN EFFIE

Receiving an Effie Award signifies your work was one of the most effective marketing efforts of last year, incorporating an insightful communications strategy, effective creative and the market results to prove it worked. Only a small percentage of cases are finalists each year and of these, a fraction is winners. This is a momentous achievement.

If you would like to remain updated on all the important notifications and announcements and future programs, become a part of the mailing list by registering at [info@effiepakistan.org](mailto:info@effiepakistan.org).

## TROPHIES & CERTIFICATES

One complimentary trophy is provided to each winning team. The client and lead agency is the engraving default setting for all trophies, unless co-lead agencies or co-clients are designated, in which case both lead agencies/clients would appear on the trophy.

Winning teams are offered complimentary certificates for all individuals (**Primary only: 10 max**) credited on the case, as listed at the time of entry.

### Additional Trophies and Certificates

If your case is a winner, you can purchase additional personalized trophies and certificates with your choice of credited company(ies) or individuals showcased.

ORDER TROPHIES AND CERTIFICATES AT [info@effiepakistan.org](mailto:info@effiepakistan.org).

# categories

# overview

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## PRODUCT & SERVICE CATEGORIES

There are **28 product and service** categories to choose from. The entries of products and brands that are similar in usage form this category irrespective of the platform it has leveraged to achieve its objectives.

Please ensure that you read category definitions. It provides guidance regarding the types of products/services that may enter the category.

A single effort may only be entered in one product/service category per effort, plus multiple special categories. Also, it is not mandatory to enter a product/service category; you may enter one or multiple special categories directly.

**New Products and Services:** New Product/Service introductions are not allowed to enter into their Product/Service Categories. They can enter only into the New Product/Service category and, if applicable, additional special categories.

## SPECIALTY CATEGORIES

Specialty Categories are designed to address a specific business situation or challenge. There are 16 special categories, which focuses on audiences, business challenges, media, and industry trends.


To enter in the special categories, the campaign can be a standalone effort **OR** part of an integrated campaign. If the submission is part of an integrated campaign, the results section should only and clearly state numbers that are contributed by that particular effort and not the results achieved from the entire campaign.

When entering into these categories, you should present your entry in a way that addresses the situation or challenge as outlined in the category definition. It should be customized to speak to the specifics of the special category. Judges are often frustrated when an entry clearly wasn't tailored for the category they are reviewing.

## ENTERING MULTIPLE CATEGORIES

A single effort entered in a product/service category may be submitted in one or more specialty categories. However, you will need to complete a separate entry form, submit or upload a separate set of creative samples and pay the entry fee for the additional category as per the 'entry fee' policy under 'Fee and Payments' section in the Entry Kit.

It is critical to thoroughly review these category definitions to ensure your effort meets the criteria of the specific category definition. Judges will down score your entry if you are missing information required by the category definition.

 **note:** If you are unsure your case falls under the definition of a certain category or which category it should be entered in, please write a brief synopsis of the case and the questions you have and email them at [entries@effiepakistan.org](mailto:entries@effiepakistan.org).

**The Effie Pakistan reserves the right to re-categorize entries, split/redefine categories and/or refuse entry at any time.**

# categories

# product and service categories

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## Agriculture & Related Industry

Fertilizers, pesticides, seeds, poultry farms, and other related product and services

## Apps & Software

Software, aggregators, groupware, operating systems, SaaS/IaaS & Cloud-based services, software/apps stored locally on a computer/tablet/mobile device.

## Automotive

Cars, trucks, motorcycles, vans, both brand and model advertising; Also includes aftermarket products/services such as gasoline/petroleum, motor oil, tires, batteries, paint, quick-lube, oil change, muffler, transmission, windshield wipers, enhancements, etc.

## Beauty

Product and services focused on beauty. Includes cosmetics, fragrances, hair products, nail products, beauty box subscription, etc.; beauty services such as salons, spas, etc.

## Beverages - Cold

Soft drinks, juices, flavoured milk, energy drinks, bottled and sparkling water, etc.

## Beverages - Hot

Tea, coffee, etc.

## Construction, Real Estate Companies & Allied Industry

Home/office rentals, malls, cement, steel, engineering, tiles, sanitary, etc. Both residential and commercial project.

## Culinary

Oil and fats, pickles, spices, ketchup, etc.

## Electronics

TVs, radios, mobile devices, home entertainment, laptops, tablets, cameras, computer hardware, game console, drones, external or integrated VR/AR devices, sound systems, etc. Electronic may be aimed at consumers or businesses.

## Events, Culture and The Arts

This category is for marketing efforts done for plays, museums, immersive experiences, musical concerts and festivals (art, literary, cultural, theatre, etc.) and sporting events like World Cup, PSL, etc.

⊖ This category is **NOT** for brand efforts that have used events or any of the above as a marketing tool. For example effort of a brand that has organized or sponsored a concert, tournament or a festival, does not qualify for this category. It should be entered in its respective products and services category.

## Fashion

Brands of clothing, jewellery, handbags, accessories, eyewear, shoes, etc.

## Finance

Financial products and services: communications promoting overall image and capabilities of a financial institution; specific products or services including financial planning, retirement funds, investment, home banking, loans, mortgage, mutual funds, traveller's checks, etc. Credit, charge, debit, reward, loyalty, gift, phone, and other cards.

## Government, Institutional & Recruitment

Political/election campaigns, municipal or state economic development, lotteries, utilities (i.e. electricity conservation messages), membership drives, educational institutions/organizations, armed forces marketing communications. Includes political messages and special interest/trade group communications.

## Health

Healthcare Products: Efforts for over-the-counter and prescription medicine, medical devices, etc. Healthcare Services: Efforts for hospitals, HMOs, health insurance companies, referral services, dental and medical care services, pharmacies or chronic-care facilities. Efforts may be targeted to healthcare professionals, patients and/or consumers.

# entry basics | eligibility & rules

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## Home Furnishings & Appliances

Kitchen and laundry appliances, air conditioners, carpeting, furnishes, decorator's supplies, paint, and wallpaper.

## Household Supplies and Services

Cleaning products, waxes, detergents, floor care products, fabric softeners, paper products, domestic services, mowers, fertilizers, lawn care, gardening services.

## Insurance

Communications promoting specific products or services related to insurance and the capabilities of financial institutions offering these services. All types of insurance are eligible (home, auto, financial, life, travel, business, etc.). Efforts for health insurance companies must be submitted into the Healthcare category.

## Internet & Telecom

Mobile network providers, high-speed internet access services, online services, bundled communications (internet, telephone, and TV), etc.

## Media and Entertainment Companies

TV stations/networks, websites (entertainment, lifestyles, news, trade, etc.) magazines, newspapers, consumer or trade media, radio station, broadcasters, etc.

## New Product and Services

Any communications effort used to introduce a new product or service that is not a line extension. Brand new products or new products in a new category are eligible. Effie defines line extension as:

Any variation of an existing product that shares the same brand name and is in the same category as the existing product and shares the same characteristics as the parent but offers new benefit (flavour, size, package, type, etc.).

A derivative product that adds or modifies features without significantly changing the price. Products that bear the same brand name and offer the consumer varied options (e.g. Diet version of drink).

## Office & Delivery

Delivery; overnight delivery, package tracking, international service, etc. Office; printers, copiers, supplies, office furniture, etc.

## Packaged Foods

Includes packaged and frozen foods both regular and diet/light, as well as items such as bread, butter, cereals, jam, honey, milk (liquid and powder), frozen foods, nutritional foods, and supplements, etc.

## Personal Care

Soap, shampoos, dental products, face & body lotions and cleansers, cotton swabs, deodorants, feminine hygiene products, razors, shaving cream, etc.

## Professional Services

Includes business/professional services such as accounting, consulting, legal, employment, etc.

## Restaurants

Quick service, casual dining, cafés and restaurants.

## Retail

Open to all retail companies (online and/or brick & mortar) with general or specific merchandise. E.g., department stores; online retailers; clothing, shoes or jewellery stores; food retailers; movie/book stores, discount/bulk retailers; pet care; toy stores; specialty stores.

## Snacks & Desserts

Ice cream, candy, chips, cookies, bakery items, nut, fruit & vegetable snacks, popcorn, etc.

## Travel, Tourism & Transportation

Air, train, bus, taxi, ride sharing and hailing services, subway systems, bike shares, car rentals, ferries, cruises, hotels, resorts, amusement parks, travel websites and booking services, travel tours, tourism campaigns, etc.

# categories

# specialty categories

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A separate entry form has to be filled that answers the specific need of that specialty category. Also, if the submission is part of an integrated campaign, the results section should only and clearly state numbers that are contributed by that particular effort and not the results achieved from the entire campaign.

## NEW: MARKETING DISRUPTORS

This category is for efforts that grew their business/brand by changing the marketing model in ways that drive the industry forward. A marketing disruptor of any size can enter.

Entrants must detail the marketing challenge, the competitive landscape and how they succeeded by changing the existing marketing model for the brand/category.

## NEW: E-COMMERCE

This category is for the campaigns that effectively used insights, strategy, creatives and analytics to drive e-commerce shopper conversion. By utilizing data, and a deep understanding of shoppers, brands and retailers can succeed in an e-commerce setting.

A successful effort will combine strong shopper knowledge with digital marketing practices to increase conversion online. The effort must be based on shopper insights(s) and be shopper driven. Explain the strategy of how the effort went to market for e-commerce. Submission in this category will be solely evaluated on e-commerce effectiveness.

## NEW: MARKETING INNOVATION SOLUTIONS

In this category, single marketing activities or entire marketing programmes will be awarded. You can submit any action or business idea that had an exceptionally positive impact on the market position of a brand, product or service.

❌ **DO NOT** submit cases where communication was a significant element of marketing mix, those efforts should be submitted in another competition category.


Examples of eligible activities in this category include: product innovation; change in packaging, both in terms of appearance and size; design, technology or UX innovation; consumer involvement in product development; introduction/change of loyalty programme, introduction of new distribution channel, etc.

 **note:** There is a special entry form for this category. Download the sample entry form from [here](#).

## SUSTAINED SUCCESS

Products or services communication efforts that have experienced sustained success for 3 or more years are eligible for entry. At a minimum, the case results must date back to 1st July 2017 and you must include the current year's results. Entries must have a common objective in both strategy and creative executions; with a continuation of core execution elements (e.g., spokesperson, song, theme, tagline, etc.) that demonstrates effectiveness over time.

To enter you must be able to provide data about the case in its first year, an interim year and the most current year. The current year's results must be included.

 **note:** There is a special entry form and different creative requirements for the Sustained Success Award. The creative requirements, including different rules for the creative reel, can be found in the Sustained Success entry form

# categories

# specialty categories

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## DAVID & GOLIATH

This is an award for smaller, new, or emerging brands

- making inroads against big, established leaders
- taking on "sleeping giants"
- moving into a new product/service field beyond their current category and set of competitors to tackle a dominant leader

Entrants must detail the business challenge, the competitive landscape, and how their business succeeded despite the odds. You are required to define your competitive landscape, including the market difference between David and Goliath to demonstrate why your brand was a David.

Judges will deduct from your case if you do not sufficiently prove that your brand is a David in the situation.

## POSITIVE CHANGE: SOCIAL GOOD - BRANDS

This award celebrates brands (for-profit only) that are making the world a better place by using the power of their communication platform for "good.". The communication effort could be one that addresses a new social problem or expands an existing program in ways that benefit our society, our country or our planet.

**Eligibility:** Campaigns that most effectively combined **business goals with a social cause** (environment, health, education, community, family, entrepreneurship, etc.) and successfully related that cause back to the company's overall brand strategy, resulting in positive business and social impact are eligible to enter.

Public Service & CSR efforts are also eligible for this category.

### Useful Tips:



When entering, entrants must provide information on the business goals and intent-to-do-good goals for the effort and the results achieved for both.



How the Social Good initiative related back to the overall brand strategy. Why was this initiative selected and why was it the right fit for the brand?

## POSITIVE CHANGE: SOCIAL GOOD - NON-PROFIT

Recognizing non-profit organizations and associations whose communications efforts have effectively driven positive change for society and successfully contributed back to the organization's purpose. Campaigns must show measurable impact and proven results in support of the cause.

## BRANDED CONTENT

This category is for efforts that effectively reached their audience through the creation of original branded content that is not advertising. The award honours branded content-led ideas that are the heart of the communications program. Entrants must detail the content created, how it related back to the overall brand and business goals, how it was distributed to, and shared by, the audience, and the results it achieved for the brand and business. Branded content may be produced and distributed by either publisher or independently.



# categories

# specialty categories

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## MEDIA INNOVATION

"Changing the rules to maximize impact" - This award will reward those who had the insight and creativity to change the way a particular media channel is consumed or to create a new channel. The entry that shows a campaign has gone beyond the conventional approach of using any media to grab its target, and effectively engage with them.

Innovation could be in the usage of existing media through technology, content, etc. or opening a new channel/medium that one may not have experienced.

Whether the effort was one execution or multiple, and/or has used one engagement channel or multiple, qualify to enter.

❌ **DO NOT** submit cases of innovation in product or service. Enter those in the newly introduced "Marketing Innovation Solutions" category.

 **note:** All entries must specifically address what was innovative and the results achieved. Write the entry to address the category situation and provide a clear articulation of how the media was used innovatively.

## PASSION FOR PAKISTAN

A commercial campaign or marketing effort that reflects a passion for Pakistan and is used to significantly improve its image.

❌ **DO NOT** submit CSR or Public Service Campaigns.

The category will award to the campaign that enhances the image of their country in a unique and compelling way effectively and also integrates with your product/service/brand.

 **note:** Feature Film/Movies, Stand-alone/annual Events, and Trade Shows are not eligible to enter.

## TOPICAL MARKETING

These are for brands that leveraged immediate relevance, interest, or importance owing to its relation to any current event/s like Elections, Olympics, World Cup, Recession Marketing, etc.

## CORPORATE REPUTATION

This category is for communications that promote corporations, not exclusively their products. It can also include image and identity campaigns.

In addition to presenting metrics related to the reputation, entrants are encouraged to also address how these metrics relate to the business of the brand and why they are important.

## SEASONAL MARKETING

Seasons, holidays and events allow marketers the opportunity to build strategic communications based on the time-based interests of their target audience. This category will honour those efforts, single or multiple mediums that effectively capitalized on a season, holiday or cultural event – key moments in the Pakistan annual calendar - to drive results for their business. Examples of key seasons and events are Eid, Ramazan, Christmas, Independence Day, Basant, Diwali/Holi, Easter, Mother's/Father's/Valentine's Day, etc.

Campaigns based on four (4) seasons i.e. winter, summer, spring, and autumn are not eligible to enter in this category.

# categories

# specialty categories

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## INFLUENCER

Brands that connect and establish relationships with their audience's key influencers are the ones to learn from. When this powerful micro-target spreads positive influence over a brand's potential buyers, success is achieved. This category is for the cases that targeted influencers who have an exponential effect on the brand's audience – one to many vs one to one influencers. This category spotlights efforts that took on the challenge to properly identify the ultimate influencers and turn them into brand enthusiasts.

However, the connection occurred, tell your story on how you managed to get a brand or product's most important influencer to spread the word. Entrants must clearly define both the influencer group and the influenced group and the significance of both groups.

## YOUTH MARKETING (Teens & Adults)


This category will honour those efforts that successfully communicate to teens & or young adults (aged between 13 – 25).

Your entry should be written in a way that identifies how the case was created and specifically directed to this audience and how it succeeded.

Identify elements in the creative work or strategy that are specifically directed to the youth market and any relevant dynamics and/or nuances, trends, values, linguistic characteristics, and their significance with respect to your submission. Judges may not be familiar with this particular youth audience, so this is your opportunity to showcase the details that they may miss.

## RENAISSANCE

This is an award for rebirth campaigns. To enter your brand must have experienced a downturn of several years and a period of at least six months of upturn sales. Entrants must detail the business challenge, the situation of the brand, the competitive landscape and how the effort succeeded.

 **note:** Your entry must address the previous marketing investment and strategy as part of the entry context. Also, provide detail on the length of the renaissance.

# contact

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## entry information

For any questions regarding the entry process, materials, categories, rules, etc. contact:

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