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|  | **2021 Marketing Innovation Solutions Entry Form Template** |
| As marketers, we drive change for our businesses and the world in which we live. Since 1968, Effie has championed the value of **effective marketing** as the fuel for meaningful business and organizational growth. When preparing your entry, keep in mind that Effie is open to all forms of effectiveness - the determining criteria for measuring effectiveness takes into account the level of challenge of your objectives and the significance of the results achieved against those objectives. It is the entrant’s role to make a compelling case to the jury about the effectiveness of their case. Tell the jury how you inspired change, built your brand and grew your business. The information outlined on this form will be seen by judges and must be submitted via the [**Entry Portal**](https://effie-pakistan.acclaimworks.com/uba/auth).Teams can use this document while crafting the submission to enable easy collaboration with team members and partner companies.  |
| **TOP TIPS FROM THE JURY*** **BREVITY:** Be clear, concise, compelling and honest. **Shorter, well-written entries** typically stand out, as judges review up to 10 entries in a half-day session.
* **CONTEXT:** Context is critical to understanding your challenge, business situation and the significance of your results. Because judges typically do not work in your brand’s category, it is important to provide them with this context. Limit industry jargon & define all industry terms.
* **TELL A STORY:** We are in the business of marketing. Your entry should be written with your audience, Effie judges, in mind. Judges are looking for an engaging, well-written story that links each section of the form together. Judges will be evaluating your work with a critical eye – address questions that they may have.
* **REVIEW:**  Entrants are encouraged to ask colleagues who don’t work on the brand to review the entry. Ask what questions they have after reading the case – what was unclear? Where did the case fall flat? Entrants are also encouraged to have a strong proofreader review the case.

Review more Judge Advice in the [Effective Entry Guide](https://effiepakistan.org/how-to-enter/entry-kit/) & access the [Entry Kit & other entrant resources here](https://effiepakistan.org/how-to-enter/entry-kit/). | **FORMATTING REQUIREMENTS & REASONS FOR DISQUALIFICATION*** **WORD LIMITS:** Because each entrant has a different story to tell, word limits are kept broad; however, entrants are not required or encouraged to use all provided space.
* **CHARTS & GRAPHS: E**ntrants are encouraged to display data via charts & graphs within the limits allotted in each question.To insert charts & graphs in your responses in the Entry Portal, save each chart/graph individually as a .jpg image (700-900 pixels wide or tall recommended).
* **NO PICTURES/SCREENGRABS:** Do not include images of your creative or other images, including social media screenshots, in your written entry.
* **NO EXTERNAL LINKS:** Do not direct judges to external websites – the judges can only review the content provided in your written entry and creative examples.
* **NO AGENCY NAMES/LOGOS:** Effie is an agency-blind competition. No agency names/logos may be included in your written case, creative work, or sources.
* **SOURCES**: All data, presented **anywhere in the entry form**, must reference a specific, verifiable source.

Review all [Reasons for Disqualification here](https://effiepakistan.org/how-to-enter/reasons-for-disqualification/). |
| **MARKETING INNOVATION SOLUTIONS: ELIGIBILITY**Data presented must be isolated to Pakistan and work must have run at some point between **July 1, 2019 and September 30, 2020**. Do not include results beyond the end of the eligibility period. Review all Eligibility rules in the [**Entry Kit**](https://effiepakistan.org/how-to-enter/entry-kit/)**.** In this category, single marketing activities or entire marketing programs will be awarded. You can submit any action or business idea that has had an exceptionally positive impact on the market position of a brand, product or service. If communication was a significant element of marketing mix, work should be submitted in another competition category of Effie.Examples of eligible activities in this category include: product innovation; change in packaging, both in terms of its appearance and size; design, technology or ux innovation; consumer involvement in product development; introduction/change of a loyalty program, introduction of a new distribution channel, etc. **CREATIVE REQUIREMENTS**Creative work is scored as part of Scoring Section 3: Bringing the Idea to Life. Because j**udges are required to read the written case before reviewing the creative work,** the creative reel should focus on creative examples. The reel is not meant to be a video version of the written case – judges are eager to view the work after reading the case.* **CREATIVE REEL:** At minimum, 70% of the reel must be examples of the creative work and marketing solutions used to meet your business goals. At least one complete example of each integral communications touchpoint must be shown on the reel. No results may be included in the reel.
* **CREATIVE IMAGES:** This is an opportunity to highlight your creative work and marketing solutions via still images.

Review additional guidance on content, specs, and licensing questions on the [**Creative Requirements Guide**](https://effiepakistan.org/how-to-enter/creative-show-reel/)**.** |

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| **ENTRY FORM** **All questions are required, and responses will be seen by judges. Responses must be uploaded to the** [**Entry Portal**](https://effie-us.acclaimworks.com/).**In addition to the materials reviewed by judges, entrants are required to provide additional information in the** [**Entry Portal**](https://effie-us.acclaimworks.com/) **before they can submit. These items include company & individual credits, publicity materials, permissions, and background data for research/database purposes. These materials help us fulfill our educational initiatives and promote our finalists/winners. Thank you for your support.****Please ensure you give yourself plenty of time to fulfill these requirements in advance of the Entry Deadline. In addition to** [**starting your entry in the Entry Portal here**](https://effie-pakistan.acclaimworks.com/uba/auth)**, you may** [**download an outline of these additional requirements here.**](https://effiepakistan.org/wp-content/uploads/2020/09/Additional-Requirement-2021.docx)  |
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| **ENTRY DETAILS** |
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| **EFFIE ENTRY CATEGORY**[*Review category definitions* ***here***](https://effiepakistan.org/how-to-enter/award-categories/) | **Marketing Innovation Solutions** |
| **BRAND NAME***Note: The parent company will be listed in the Client Company field of the online Entry Portal credits area so should not be listed here. Please list the specific brand name here.* |  |
| **ENTRY TITLE***List your Entry Title (1-8 words). The Entry Title will be used in publicity materials if the case is a winner or finalist. The brand name is always publicly recognized with the entry title, so it is not required to include the brand name here.* |  |
| **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; Cosmetic, Credit Card; Streaming Service.* |  |
| **DATES EFFORT RAN***List the start/end dates of the effort, even if it goes beyond the Effie eligibility period, to give the judges a full understanding of the span of the work. Efforts that are ongoing and have no specific end date should leave the end date blank in the Entry Portal.*  | MM/DD/YY – MM/DD/YY |
| **REGIONAL CLASSIFICATION** | Local / Regional/ National / Multinational / Non-English(Select all that apply) |
| **CATEGORY SITUATION** | Growing / Flat / In Decline |

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| **EXECUTIVE SUMMARY** |
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| **Specific to the Marketing Innovation Solutions category, 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.** *(Maximum: 100 words)*  |
| Provide answer. |

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| **SECTION 1: CHALLENGE, CONTEXT & OBJECTIVES30% 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 challenge represented by your objectives. Judges will assess the case for both suitability and ambition within the framework of the challenge. Weight will be given to the degree of difficulty and whether the entrant has provided the context to evaluate the case’s effectiveness in this section. Be thorough and provide context for judges unfamiliar with your industry to understand the scope of your effort.**  |

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| **1A. MARKET CONTEXT & INITIAL POSITION****What was the market situation and state of the brand’s or company’s position?** *(Maximum: 275 words; 3 charts/graphs)* |
| Provide answer. |
| **1B. BUSINESS CHALLENGE****Briefly describe the challenge faced by the company/brand. Why was it an essential challenge for you and how did you manage it? What tasks have been assigned to each company department, in particular to the marketing department?** *(Maximum: 300 words; 3 charts/graphs)* |
| Provide answer. |
| **1C. CORPORATE OBJECTIVES****How did you set the objectives? What were the success criteria applied and why were they defined as such?** **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.****At least one objective is required. A maximum of 3 objectives can be added.** *(Maximum per objective: 275 words; 3 charts/graphs)* |
| **Main Corporate Objective (1):** |  |
| **Main Corporate Objective (2):** |  |
| **Main Corporate Objective (3):** |  |
| **SOURCES: SECTION 1****You must provide a source for all data and facts presented anywhere in the entry form.** SUGGESTED SOURCING LAYOUT: **Source of Data/Research, Type of Data/Research, Dates Covered****Do not include agency names in the source of research.****Judges are not permitted to visit external websites. If citing a website, please list out the website name, article name (if applicable), and any other relevant citation information.**  | * Use footnotes to provide sourcing information in each scoring section. Entrants are encouraged to use superscript to link data points to the footnotes provided below.
* Judges encourage third-party data where available.
* Entrants are not permitted to outline additional information in the sources section. Entrants may only include the specific sources of data for the information presented in your responses to questions.
* [**See full guidelines on sourcing here.**](https://effiepakistan.org/how-to-enter/sourcing-data/)
 |
| Provide sourcing. |

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| **SECTION 2: OPERATIONAL APPROACH20% OF TOTAL SCORE****This section prompts you to explain your operational approach and thinking to the judges. What was the main idea on which your solution was based?** |

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| **2A. OPPORTUNITY****What was the opportunity that the company recognized within the context of the challenge?***(Maximum: 200 words; 3 charts/graphs)* |
| Provide answer. |
| **2B. BUSINESS SOLUTION CONCEPTWhat was the main idea on which your solution was based? What was the source of business growth in the new solution? What was offered to the market?****What is the strategic essence of this idea? What is revolutionary or innovative about it? Innovation should be understood as innovation in a category or more broadly, not only in the company perspective. If a company has not done something before, and other companies have, the implementation of such a solution will not be considered as innovative.***(Maximum: 350 words; 3 charts/graphs)* |
| Provide answer. |
| **SOURCES: SECTION 2****You must provide a source for all data and facts presented anywhere in the entry form.** SUGGESTED SOURCING LAYOUT: **Source of Data/Research, Type of Data/Research, Dates Covered****Do not include agency names in the source of research.****Judges are not permitted to visit external websites. If citing a website, please list out the website name, article name (if applicable), and any other relevant citation information.**  | * Use footnotes to provide sourcing information in each scoring section. Entrants are encouraged to use superscript to link data points to the footnotes provided below.
* Judges encourage third-party data where available.
* Entrants are not permitted to outline additional information in the sources section. Entrants may only include the specific sources of data for the information presented in your responses to questions.
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 |
| Provide sourcing. |

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| **SECTION 3: BRINGING THE IDEA TO LIFE20% OF TOTAL SCORE****This section relates to how and where you brought your idea to life – how the company approached the project implementation. Describe the synergy between the tools used. What were the objectives set for the marketing department?** |

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| **3A. OPERATIONAL APPROACH****Describe how the company approached the project implementation. Disclose in detail the relationship between the various departments of your company. How were the resources used (knowledge, technology, access to sales channels, communication possibilities, etc.)? Describe the synergy between the used tools.** **Emphasize the innovativeness of this approach (if applicable). Innovation should be understood as innovation in a category or more broadly, not only in the company perspective. If a company has not done something before, and other companies have, the implementation of such a solution will not be considered as innovative.***(Maximum: 275 words; 3 charts/graphs)*  |
| Provide answer. |
| **3B. MARKETING DEPARTMENT OBJECTIVES****What objectives have you set in each marketing-mix area and what KPIs have been selected to measure them? What were the success criteria applied and why were they defined as such?***(Maximum per objective: 175 words; 3 charts/graphs. If a section is not applicable, note Not Applicable.)* |
| **Pricing Policy Objective** | List Pricing Policy KPI. |
| **Product Objective** | List Product KPI. |
| **Distribution Objective** | List Distribution KPI. |
| **Process Objective** | List Process KPI. |
| **Internal Communications Objective** | List Internal Communications KPI. |
| **External Communications Objective** | List External Communications KPI. |
| **Other Objectives.** | List Other KPIs. |
| **3C. DETAILED ACTIONS IN THE MARKETING MIX AREAS****During the objective’s realization, how was the idea of a new solution translated into specific actions? Where enforcement was especially innovative\*, describe in one sentence the reasons why you think it was. Innovation should be understood as innovation in a category or more broadly, not only in the company perspective. If a company has not done something before, and other companies have, the implementation of such a solution will not be considered as innovative.***(Maximum per Detailed Action: One sentence – 20 words. If a section is not applicable, note Not Applicable.)* |
| **Pricing Policy Detailed Actions** | Provide a **one-sentence** answer.  |
| **Product Detailed Actions** | Provide a **one-sentence** answer. |
| **Distribution Detailed Actions** | Provide a **one-sentence** answer. |
| **Process Detailed Actions** | Provide a **one-sentence** answer. |
| **The below two questions refer to Internal Communications.** |
| **What was the communication idea?** | Provide a **one-sentence** answer. |
| **What was/were the target group(s) of communication?** | Provide a **one-sentence** answer. |
| **The below three questions refer to the External Communications.** |
| **What was the communication idea?** | Provide a **one-sentence** answer. |
| **What was/were the target group(s) of communication?** | Provide a **one-sentence** answer. |
| **What key touchpoints were used in communication?** | Provide a **one-sentence** answer. |
| **If you referred to other objectives in 3B, please provide a one-sentence response to the Detailed Actions of those objectives below.** |
| **Other Detailed Actions** | Provide a **one-sentence** answer. |
| **3D. OBJECTIVES SET FOR OTHER COMPANY DEPARTMENTS****In order to show the background in which the marketing department was operating, describe in general terms the objectives set for the other departments/business functions in the company.***(Maximum per objective: 175 words; 3 charts/graphs. If any section is not applicable, list Not Applicable.)* |
| **R&D Objectives** |  |
| **Production Objectives** |  |
| **IT Objectives** |  |
| **Sales and Distribution Objectives** |  |
| **Other Department Objectives** |  |
| **3E. ROLE OF THE MARKETING TEAM****Describe the key role of marketing team in the entire process. Why in this case it was the marketing department that led the change of your company, the whole category or even the consumer behavior.***(Maximum: 250 words; 3 charts/graphs)* |
| Provide answer. |
| **SOURCES: SECTION 3****You must provide a source for all data and facts presented anywhere in the entry form.** SUGGESTED SOURCING LAYOUT: **Source of Data/Research, Type of Data/Research, Dates Covered****Do not include agency names in the source of research.****Judges are not permitted to visit external websites. If citing a website, please list out the website name, article name (if applicable), and any other relevant citation information.**  | * Use footnotes to provide sourcing information in each scoring section. Entrants are encouraged to use superscript to link data points to the footnotes provided below.
* Judges encourage third-party data where available.
* Entrants are not permitted to outline additional information in the sources section. Entrants may only include the specific sources of data for the information presented in your responses to questions.
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 |
| Provide sourcing. |

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| **SECTION 4: RESULTS30% 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. In the entry portal, the objectives provided earlier in the entry form will appear on the Results tab, with open space to provide the corresponding results.****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 this category.**  |

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| **4A. EFFECTS OF THE SOLUTION LAUNCH** **Convince the members of the jury that the opportunity, which has been recognized and seized, has become a source of substantial change in the market.** **In the Entry Portal, your responses from Question 1C will appear, with space to provide the corresponding result.***(Maximum per result: 200 words, 3 charts/graphs)* |
| **Main Corporate Objective (1):** | List Main Corporate Objective (1) from Question 1C here. |
| **Result:** | List corresponding result. |
| **Main Corporate Objective (2):** | List Main Corporate Objective (2) from Question 1C here. |
| **Result:** | List corresponding result. |
| **Main Corporate Objective (3):** | List Main Corporate Objective (3) from Question 1C here. |
| **Result:** | List corresponding result. |
| **4B. MARKETING MIX RESULTS****Provide quantifiable results of activities carried out within the marketing-mix areas.****In the Entry Portal, your responses from Question 3B will appear, with space to provide the corresponding result.***(Maximum per result: 200 words, 3 charts/graphs)* |
| **Pricing Policy** |
| List Pricing Policy Objective from Question 3B. | List Pricing Policy Result. |
| **Product** |
| List Product Objective from Question 3B. | List Product Result. |
| **Distribution** |
| List Distribution Objective from Question 3B. | List Distribution Result. |
| **Process** |
| List Process Objective from Question 3B. | List Process Result. |
| **Internal Communications** |
| List Internal Communications Objective from Question 3B. | List Internal Communications Result. |
| **External Communications** |
| List External Communications Objective from Question 3B. | List External Communications Result. |
| **Other** |
| List Other Objectives from Question 3B. | List Other Result(s). |
| **4C. REVENUE FROM THE SOLUTION LAUNCH****Mark the scale of the company's revenue from the implementation of the solution.****Indicate if the revenues were higher/smaller/the same in comparison with the revenue in the similar period of the previous year. Provide additional context on the revenue in the space provided.***(Maximum: 150 words)* |
| **0% - 5%** | **60% - 70%** |
| **6% - 10%** | **71% - 80%** |
| **11% - 15%** | **81% - 90%** |
| **16% - 20%** | **91% - 100%** |
| **21% - 30%** | **> 100%** |
| **31% - 40%** | **Less than previous year** |
| **41% - 50%** | **Same as of previous year** |
| **50% - 60%** | **Not Applicable** |
| **Provide context on the revenue in the space provided.** |
| **4D. ADDITIONAL SUCCESS INDICATORS** **What other factors on the market or in its environment suggest that the introduced solution was a significant happening for the market and for business? Did the project bring additional effects beyond the set objectives and tasks? Were there any external factors affecting the brand that could have an impact on its success, e.g. weather, economy, intensified activities of competitors?***(Maximum: 175 words; 3 charts/graphs)* |
| **Provide answer.** |
| **SOURCES: SECTION 4****You must provide a source for all data and facts presented anywhere in the entry form.** SUGGESTED SOURCING LAYOUT: **Source of Data/Research, Type of Data/Research, Dates Covered****Do not include agency names in the source of research.****Judges are not permitted to visit external websites. If citing a website, please list out the website name, article name (if applicable), and any other relevant citation information.** **Due to Effie’s eligibility period, it is critical in this section that clear time frames noted are provided for all data points – dates covered can be noted in your responses above and/or in the sourcing section below. Do not include any data beyond the end of the eligibility period.** | * Use footnotes to provide sourcing information in each scoring section. Entrants are encouraged to use superscript to link data points to the footnotes provided below.
* Judges encourage third-party data where available.
* Entrants are not permitted to outline additional information in the sources section. Entrants may only include the specific sources of data for the information presented in your responses to questions.
* [**See full guidelines on sourcing here.**](https://effiepakistan.org/how-to-enter/sourcing-data/)
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| Provide sourcing. |

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| **INVESTMENT OVERVIEWThe following questions ask about expenses incurred to meet the challenge and achieve business objectives. Select a budget range and provide context so the judges understand the value of your budget. This context will be evaluated as part of Scoring Section 3: Bringing the Idea to Life.** |

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| **EXPENDITURES ON THE NPD PROCESS AND MARKETING TOOLS****What were the total expenses for developing the solution and offer - specify the range of expenses of the company that led to the establishment of the product/service and preparation for market launch. This section includes price policy change, product change, CRM, etc.***(Maximum: 150 words)* |
| Under PKR 1 million | PKR 75 – 100 million |
| PKR 1 – 5 million | PKR 100 – 150 million |
| PKR 5 - 10 million | PKR 150 – 200 million |
| PKR 10 – 25 million | PKR 200 million plus |
| PKR 25 – 50 million | **Not Applicable** |
| PKR 50 – 75 million |  |
| Provide answer. |
| **EXPENDITURE ON DISTRIBUTION AND/OR SALES STRUCTURE****What were the total expenses for constructing the availability of the product/service for the target group - what distribution channels had to be set up or acquired in order for sales to be possible? Specify which sales tools were used and what was the total cost of their acquisition/start-up.***(Maximum: 150 words)* |
| Under PKR 1 million | PKR 75 – 100 million |
| PKR 1 – 5 million | PKR 100 – 150 million |
| PKR 5 - 10 million | PKR 150 – 200 million |
| PKR 10 – 25 million | PKR 200 million plus |
| PKR 25 – 50 million | **Not Applicable** |
| PKR 50 – 75 million |  |
| Provide answer. |
| **EXPENDITURE ON COMMUNICATIONS****Specify the total solution communications cost until the expected goals of the communication activities were achieved (level of awareness, level of trial, size of distribution, etc.). Specify the total costs of creation and production of materials used in all touchpoints of the marketing communication campaign and the costs of all events that were part of the submitted solution. The range should include all costs (except for media purchase and planning) that have been qualified as "marketing expenses" associated with a given campaign.***(Maximum: 150 words)* |
| Under PKR 1 million | PKR 75 – 100 million |
| PKR 1 – 5 million | PKR 100 – 150 million |
| PKR 5 - 10 million | PKR 150 – 200 million |
| PKR 10 – 25 million | PKR 200 million plus |
| PKR 25 – 50 million | **Not Applicable** |
| PKR 50 – 75 million |  |
| Provide answer. |
| **OTHER EXPENDITURES****If there were expenses which were not included above, state the range and describe what activities they concerned (e.g. updating of the systems used).** **Provide context on the scope of expenditure in the following ranges: Under PKR 1 million / PKR 1-5 million/ PKR 5-10 million / PKR 10-25 million / PKR 25-50 million / PKR50-75 million / PKR 75-100 million / PKR 100-150 million / PKR 150-200 million / PKR 200 million and over.***(Maximum: 150 words)* |
| Provide answer.  |