

E-1733-149

Ramzan Ki Shan

Product	Category Entered
Shan Foods	Seasonal Marketing

We are looking forward to seeing your work in this year's competition. As you work on your submission, you may wish to download the [Entry Form Template](#), which can be used as a guide when crafting your submission, allowing for easy collaboration with team members and partner companies. The template outlines the Written Entry Form, along with tips to consider when answering each question. Before submitting your entry, responses to each question must be copied into this entry portal.

ELIGIBILITY

This year's eligibility period runs from July 1, 2020 – September 30, 2021. Your effort must have run at some point during the eligibility period in the Pakistan. Results must be isolated to Pakistan & no results may be included after the end of the eligibility period. Review full eligibility information at the [Effie Pakistan website](#).

FORMATTING REQUIREMENTS & REASONS FOR DISQUALIFICATION

Review the [Entry Kit](#) in detail for complete formatting information and reasons for disqualification.

TOP TIPS

We are in the business of marketing. Your entry should be written with your audience, Effie judges, in mind. Judges are your industry peers. Address questions they may have within your responses. Entrants are encouraged to ask colleagues who don't work on the brand to review the entry. Limit industry jargon and define all industry terms. For more tips, review the [Advice from the Jury](#).

RESOURCES

Review the key entry resources in detail before submitting your entry:

[Entry Kit](#)

[Entry Form Template](#)

[Categories](#)

[Advice from the Jury](#)

ENTRY DETAILS

EFFORT START AND END DATE

Provide the full time span for the entire effort, even if it began before or ended after Effie's eligibility period.

Date From

2021 Apr 25

Date To

2021 May 12

If your effort is ongoing, please leave the end date blank.

REGIONAL CLASSIFICATION

Select all that apply.

Local

INDUSTRY SECTOR

Classify your brand/product by one of the available industry sectors, or choose Other.

Food & Beverages (Non-Alcoholic)

INDUSTRY/CATEGORY SITUATION

Select One

Flat

EXECUTIVE SUMMARY

GIVE THE JUDGES AN UNDERSTANDING OF THE CASE THEY ARE ABOUT TO READ BY PROVIDING A SUMMARY - ONE SENTENCE FOR EACH OF THE FOUR SCORING SECTIONS.

THE IDEA:

(Maximum per line:
One sentence - 20
words)

For us, love and peace are the true #RamzanKiShan. Let's unite in prayer for an inclusive and united world.

THE INSIGHT:

(Maximum per line:
One sentence - 20
words)

Gain leverage over Ramzan festivities; a time where everyone, regardless of their beliefs, come together to celebrate peace and unity

THE CHALLENGE:

(Maximum per line:
One sentence - 20
words)

To further strengthen our brand equity and consumer's loyalty to the brand.

BRINGING THE IDEA TO LIFE:

(Maximum per line:
One sentence - 20
words)

Expand our boundaries to celebrate Ramzan, as a month of inclusivity and trust, and our country- a smorgasbord of culture.

THE RESULTS:

(Maximum per line:
One sentence - 20
words)

Brand equity improved, and our loyalty scores increased. We witnessed a significant improvement in seasonal sales growth numbers.

SPECIFIC TO THE CATEGORY YOU ARE ENTERING, WHY IS THIS CASE WORTHY OF AN AWARD FOR MARKETING EFFECTIVENESS?

Because Effie has no predetermined definition of effectiveness, it is your job to propose why this case is effective in this entry category: why the metrics presented are important for your brand and business/organization.

If you are entering this effort in multiple categories, your response to this question is required to be different for each category submission.

(Maximum: 100 words)

Shan wanted to leverage on the most sacred month of the Muslim calendar— Ramzan, with an exhausted budget to boost its brand equity as the fiscal year closed. Broadening our horizon, we designed a powerful message that differentiated us in people's hearts and minds.

With every communication we release, we drive to make a change— we decided to strike a new chord with the Ramzan Campaign. Instead of flowing with the current, with the spotlight on a Muslim family, we expanded the boundaries to be more inclusive, bringing people together within Pakistan— a melting pot of multiple cultures and religions.

SECTION 1: CHALLENGE, CONTEXT & OBJECTIVES - 23.3% OF TOTAL SCORE

This section provides the judges with the background to your challenge & objectives. In this section, judges evaluate whether they have the necessary context about your industry category, competitors, and brand to understand your entry and the degree of 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.

1A. BRAND AND CATEGORY SCENARIO?

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

Competitive and marketplace environment (main competitor, ad spend, market share and position, category benchmarks, etc.). What was going on? Define success in your category. Do not assume that all judges have extensive knowledge of the category.

(Max: 275 Words)

Throughout 2020, Shan Foods and its biggest competitor, continued to race against each other to gain market share. As the year drew to a close, Shan stood closely ahead of competition (volume share). (S1)

Shan strives to stand out, aiming to be the trend setter in steering towards more meaningful campaigns each year. As our competition continues to celebrate having meals with the family, we took a different route, of extending celebrations beyond the family, promoting deep bonds between different communities. True to our brand, we tapped into the respect and recognition that we have earned over the years, to promote inter-faith harmony.

Stand Up, Stand Out

As we began the year with our competitor on our heels, in terms of both, volume share, and brand differentiation and power scores, we endeavored to prove ourselves as a meaningful and different brand throughout Pakistan, focusing on our weakest link, Punjab. We were convinced to portray our values of peace, and our goals of connecting people of various backgrounds through food.

Thus, we rolled out our Ramzan campaign. What is seen as a Muslim-specific time of the year, was going to be accepted as a demonstration of peace for all who wish to take part.

Making our Way in a Sea of Brands

During Ramzan, a variety of companies release impactful Ramzan Campaigns that are both, televised and digital. Shan aimed to compete with those outside its category as well with a one in a million campaign that would instantaneously attract the viewer's attentions, with a moving and insightful story.

1B. DEFINE THE AUDIENCE(S) YOU WERE TRYING TO REACH. WHY IS THIS AUDIENCE IMPORTANT TO YOUR BRAND AND THE GROWTH OF YOUR BRAND'S BUSINESS?

Describe your audience(s) using demographics, culture, media behaviors, etc. Explain if your target was a current audience, a new audience, or both. What perceptions or behaviors are you trying to affect or change?

(Max: 200 Words, 3 charts/graphs)

Primary audience: Pakistani women between the ages of 18 and 35 constitute about 35% of the female population across SECs (S2). They are the primary culinary decision makers in their households and are far more progressive than the preceding generation; they prioritize their education and careers, while also being the relationship managers in their homes.

Secondary audience: family members including children, spouses and parents who help them toggle everyday within and beyond the kitchen

Pakistani women are often time strapped, juggling their lives within and beyond the household. As designers of everyday and special occasion menus, they seek convenient cooking methods and time saving solutions. With their parents,

children to spouses, they tag team often to make it through their demanding days. It all comes together with the only ally they trust in the kitchen – Shan recipe mixes – which makes it convenient and possible for their families to help get the most authentic meals together.

1C. OBJECTIVES OVERVIEW

Set up your objectives & share any overarching explanation of your objectives & KPIs.

(Max: 100 words,
3 charts/graphs)

To leverage the month of Ramzan to boost our brand equity and loyalty, and improve seasonal sale. To create a space for conversations on acceptance, unity and peace, and expand the celebration of this sacred month to all those who wish to partake.

SECTION 1: SOURCING

Provide sourcing for all data provided in Section 1: Challenge, Context & Objectives.

Use superscript in your responses above to link data points and sources.

Include source of data, type of research, time period covered, etc. Do not include ANY agency names as the source of research.

Do not link to external websites or include additional information for judges to review.

Judges encourage third-party data where available.

See [Entry Kit](#) for details.

1 – AC Nielsen RetailAudit

2 – World Economic Forum

3 – Kantar Brand Health Metrics

4 – Media Agency Data

5 – Facebook for Business

SECTION 2: INSIGHTS & STRATEGIC IDEA - 23.3% OF TOTAL SCORE

This section prompts you to explain your strategic process and thinking to the judges. Your idea should be borne from these unique insights. Judges will evaluate how inventive and effective the idea and strategy are in meeting the communications challenge.

2A. STATE THE INSIGHT THAT LED TO YOUR BIG IDEA. AFTER YOU STATE YOUR INSIGHT, EXPLAIN WHAT OBSERVATIONS LED YOU TO YOUR INSIGHT.

Some insights come from research, data and analytics. Others come from inspiration. Describe yours here.

Keep in mind, an insight is not merely a fact or observation based on research; it is the strategic insight, unique to your brand and audience, that was leveraged to help meet your objectives. Your insight may be a consumer insight, a channel insight, marketplace insight, etc.

(Max: 200 Words, 3 charts/graphs)

In every occasion that brings families and communities together, the epicenter remains constant— food. Not just food, but great-tasting, mouth-watering food.

We are living in a country with a blend of people belonging to different beliefs and identities, where we tend to feel alone and lonely. But there is one powerful connector that cuts across these barriers, and bridges great distances— food. It's an extraordinary language that can bond the ones furthest apart. As Ramzan began, we made a call to unite in prayer for an inclusive and united world, with a sacred meal— Iftar. The power of the meal transcends the plate and palate; recipe mixes and other food companies work against the separating forces at work in the world.

We noted a tradition set in Punjab, a region where we failed to break our competitor's hold over the market. In the old streets of Lahore, the tradition of Non-Muslims preparing Iftar for their Muslim neighbors still exists, hundreds of years later. A tradition that time, antagonists and the partition could not break. Shan wished to tap into and celebrate the warmth and love shared between different families within the *mohallah* (community) and bring back that feeling of brotherhood.

2B. IN ONE SENTENCE, STATE YOUR STRATEGIC BIG IDEA.

What was the core idea that drove your effort and led to the breakthrough results?

What was at the very heart of the success of this case? The big idea is not the execution or tagline.

Provide a one-sentence answer. (Max: 20 Words)

For us, love and peace are the true #RamzanKiShan.

SECTION 2: SOURCING

Provide sourcing for all data provided in Section 2: Insights & Strategic Idea.

Use superscript in your responses above to link data points and sources.

Include source of data, type of research, time period covered, etc. Do not include ANY agency names as the source of research.

Do not link to external websites or include additional information for judges to review.

Judges encourage third-party data where available.

See [Entry Kit](#) for details.

SECTION 3: BRINGING THE IDEA TO LIFE - 23.3% OF TOTAL SCORE

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

3. HOW DID YOU BRING THE IDEA TO LIFE? EXPLAIN YOUR IDEA AND YOUR OVERALL COMMUNICATIONS STRATEGY. IF APPLICABLE, HOW DID YOU OPTIMIZE AND ADAPT THE STRATEGY?

Elaborate on your communications strategy, including the rationale behind your key channel choices. Why were your channel choices and media strategy right for your specific audience and idea? Your explanation below must include which specific channels were considered integral to your media strategy and why. (Max: 475 Words, 3 charts/graphs)

The world we live in today romanticizes tolerance and acceptance, yet harsh judgements prevail where the yardstick

to measure people still remains their race, religion, language— pushing everyone to feel more and more divided and isolated.

Pakistan is the embodiment of a melting pot, and Shan considers it our biggest strength that anyone can feel at home with us. Our authenticity accepts any and every one, and we take pride in it.

We decided to focus on the warmth and beauty that has withheld through the years. The DVC shows the preparation of a sacred mealtime for Muslims, during a special month, the Iftar in Ramzan. The Iftar being the culmination of the struggle of refraining from food and water throughout the day. We see a young Muslim boy run into a neighbor's house to get a bite of the Shan Haleem, a neighbor that we later find out is a Sikh.

As the music reaches a crescendo, we focus on a man getting ready for Iftar. The camera steadily moves towards his face, his long beard makes us automatically assume that the man is a Muslim, but as the music builds up, it is revealed that he is actually a Sikh. As we continue with the DVC, we see people of different communities sitting together, sharing a meal, as the Muslims break their fast, bringing to life our tagline of "*Khushiyan Chakhlo*" (Taste Happiness). We focus on another moving scene of the Sikh man breaking his date and sharing it with a Muslim who breaks his fast.

Through these highlights we spread our main message to our audience— in a world filled with tragedies and challenges, we must stick together.

Ramzan– Not Just for Muslims

Instead of celebrating Ramzan within a limited scope, as a month of fasting and religious fervor, we pushed the boundaries to make it a celebration of peace, acceptance and unity. Our message celebrated it as a demonstration of togetherness and inclusion of not just Muslims, but one that involves our growing minority community.

Social media posts by Non-Muslim millennials on Humans of Pakistan talk about the discrimination they faced as children simply due to their religious beliefs, and appreciate the campaign for creating a space of inclusion of all in the festivities. The posts appreciate Shan's step to call for unity, as the protagonists feel encouraged to talk about their own experiences, where they have been welcomed by, and welcomed those from a different belief. (S1)

Why Not TVC?

Since it was the end of our fiscal year, we were working on a limited budget, however we wanted to leverage on the Ramzan festivities. Therefore, we decided to launch the Ramzan campaign as a DVC, supported by social media influencers, focusing on the wide range of audience we would be able to reach through our social media platforms.

KEY VISUAL

You have the option to upload a single image to accompany your explanation in this section. It may be a key visual, a media plan, a flowchart, storyboard, etc.

The image must be jpg/jpeg/png.

SECTION 3: SOURCING

Provide sourcing for all data provided in Section 3: Bringing the Idea to Life.

Use superscript in your responses above to link data points and sources.

Include source of data, type of research, time period covered, etc. Do not include ANY agency names as the source of research.

S1 – “Humans of Pakistan” – facebook.com

Do not link to external websites or include additional information for judges to review.

Judges encourage third-party data where available.

See [Entry Kit](#) for details.

SECTION 4: RESULTS - 30% OF TOTAL SCORE

This section relates to your results. Be sure to provide context (category, prior year) and explain the significance of your results as it relates to your brand's business. Tie results back to the objectives outlined in Section 1 - your response to OBJECTIVE QUESTION - objectives will appear above your response to RESULTS QUESTION as a reference to judges.

Because Effie has no predetermined definition of effectiveness, it is your job to prove why this case is effective: why the metrics presented are important for your brand and business/organization within the context of the submitted category.

Entrants are encouraged to use charts/graphs to display data whenever possible. Your response to RESULTS QUESTION may contain up to five charts/graphs.

As with the rest of the entry form, provide dates and sourcing for all data provided. Do not include results beyond the eligibility period; this is grounds for disqualification.

4A. How do you know it worked?

Explain, with category and prior year context, why these results are significant for the brand's business. Tie together the story of how your work drove the results. Prove the results are significant using category, competitive, prior year, and brand context. Why were these metrics important to the brand?

Results must relate to your specific audience, objectives, and KPIs. When providing engagement/social metrics, detail what these meant for the brand and business/organization.

RESPONSE FORMAT

You have up to 250 words and 3 charts/graphs to set up your results. Then, for each objective provided in Question 1C, you are required to provide a corresponding result. Provide context to prove the importance of these results for the brand.

If you have additional results to report beyond the objectives set-up in Question 1C, you may also list those results in the designated space below.

ELIGIBILITY REMINDERS

Failing to follow eligibility rules will result in disqualification.

- Provide a clear time frame for all data shown - either within your response or via the data sources
- box. Do not include data past the end of the eligibility period.
- All results must be isolated to Pakistan.

- It is critical to provide sources for all results provided.

4A. RESULTS OVERVIEW

Results must relate to your specific audience, objectives, and KPIs. Provide a clear time frame for all data shown.

The metrics you provide here are directly relevant to your objectives and audience.

Entrants are strongly encouraged to re-state their objectives from section 1 along with their corresponding results.

(Max: 300 Words,
5 charts/graphs)

Our message was well received, and stirred up conversation on social media, where non-Muslims and Muslims alike spoke up about how they have celebrated different festivals that were a part of another's religious beliefs.

The campaign helped boost our brand equity and seasonal sales throughout Pakistan.

ADDITIONAL RESULTS

You may use this space to provide additional results achieved that you may not have had an initial objective for. This space may only be used for additional results beyond those that align with your listed objectives.

(Maximum: 150 words,
3 charts/graphs)

4B. MARKETING RARELY WORKS IN ISOLATION. OUTSIDE OF YOUR EFFORT, WHAT ELSE IN THE MARKETPLACE COULD HAVE AFFECTED THE RESULTS OF THIS CASE - POSITIVE OR NEGATIVE?

Select factors from the chart and explain the influence of these factors in the space provided.

Natural Events

Explain the influence of the factors you selected above.

This is your opportunity to address what else was going on to convince judges of the impact of your case by addressing these factors. You are encouraged to use this space to address the significance or insignificance of other factors on the results achieved by your effort.

We recognize that attribution can be difficult; however, we're inviting you to provide the broader picture here in making the case for your effectiveness.

(Maximum: 150 words;
3 charts/graphs)

Covid outbreak in the start of 2020 had led to an economic downturn and had a negative impact on consumer purchasing power. This is had made even more so difficult to achieve the ambitious growth targets set out at the start of the year.

SECTION 4: SOURCING

Provide sourcing for all data provided in Section 4: Results.

Use superscript in your responses above to link data points and sources.

Include source of data, type of research, time period covered, etc. Do not include ANY agency names as the source of research.

Do not link to external websites or include additional information for judges to review.

Judges encourage third-party data where available.

See [Entry Kit](#) for details.

- 1 – Internal Sales Data
- 2 – Kantar Brand Health Tracker
- 3 – Internal Brand Data

MEDIA ADDENDUM

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

PAID MEDIA EXPENDITURE (CURRENT YEAR)

Campaign Period:
Competition Year **PKR 10 – 25 million**

PAID MEDIA EXPENDITURES (PRIOR YEAR)

Campaign Period: Prior
Year **Unused range (14)**

COMPARED TO COMPETITORS IN THIS CATEGORY, THE BUDGET IS:

Select one. **Not applicable (Requires Elaboration)**

COMPARED TO PRIOR YEAR SPEND ON THE BRAND OVERALL, THE BRAND'S OVERALL BUDGET THIS YEAR IS:

Select one. **Not applicable (Requires Elaboration)**

ELABORATION ON THE BUDGET

Provide judges with the context to understand your budget. In addition to providing context around your budget, if you selected Not Applicable to either of the previous two questions, explain why you selected Not Applicable.

What was the balance of paid, earned, owned, and shared media? What was your distribution strategy? Did you outperform your media buy? If your paid media expenditures are low, but production/activation/other costs were high, or there is a unique situation surrounding your budget, you should elaborate here.

This is an opportunity to provide further context surrounding your budget so judges have a clear understanding and do not question the information provided above.

(Maximum: 100 words)

The campaign is incomparable to competitors in this category and to previous year/time period as Shan released a Ramzan Campaign for the first time, the first in the category

The campaign was completely focused on digital, on YouTube, Facebook, Instagram and Twitter.

PRODUCTION & OTHER NON-MEDIA EXPENDITURES

Select a budget range for the key assets you developed to bring your idea to life. This should include hard pre and post productions costs, talent (influencer or celebrity fees), and any activation costs.

PRODUCTION & OTHER NON-MEDIA EXPENDITURES

Select
One

ELABORATION ON THE PRODUCTION & OTHER NON-MEDIA EXPENDITURES

Provide judges with the context to understand the expenditures outlined above.

A freelance production agency approached Shan Foods with the concept behind the Ramzan Campaign. After an elaborate discussion with them, we realized that the campaign would be a perfect fit for our positioning and strategy, and would enable us to leverage the month of Ramzan.

Select if Owned Media was a part of your effort. If so, elaborate on owned media (digital or physical company-owned real-estate), that acted as communication channels for case content.

Owned media examples may include a corporate website, social media platforms, packaging, a branded store, fleet of buses, etc.

Note: If owned media platforms were selected in Communications Touchpoints, judges will expect to see an explanation of those platforms here.

WAS OWNED MEDIA A PART OF YOUR EFFORT?

Elaborate on owned media (digital or physical company-owned real estate), that acted as communication channels for case content. (Maximum: 100 words)

Yes: This campaign was run on the following platforms: • Facebook • Instagram • YouTube

SPONSORSHIPS AND MEDIA PARTNERSHIPS

Select the types of sponsorships/media partnerships used in your case. Choose all that apply. Then, provide additional context regarding those sponsorships and media partnerships, including timing.

SPONSORSHIPS

Select all that apply.

Not Applicable

ELABORATION ON SPONSORSHIPS AND MEDIA PARTNERSHIPS

Provide additional context

regarding your sponsorships and media partnerships.

N/A

(Maximum: 100 words)

SOURCES

INVESTMENT OVERVIEW: DATA SOURCES

Provide sourcing for all data provided in the Investment Overview.

Use superscript in your responses above to link data points and sources.

Include source of data, type of research, time period covered, etc. Do not include ANY agency names as the source of research.

Do not link to external websites or include additional information for judges to review.

Judges encourage third-party data where available.

[SOURCING GUIDE](#)

[OUTLINE](#)

ALL TOUCHPOINTS AS PART OF YOUR EFFORT

Select ALL touchpoints used in the effort, based on the options provided in the below chart.

COMMUNICATIONS TOUCHPOINTS

Select all that apply.

Digital Mktg. – Display Ads

Digital Mktg. – Influencers

Digital Mktg. – Short Video (:15-3 min.)

Digital Mktg. – Social: Organic

Digital Mktg. – Social: Paid

Digital Mktg. – Video Ads

Public Relations

Influencer / Key Opinion Leader

MAIN TOUCHPOINTS

Select the TOP 3 main touchpoints used, ranking them in order of priority 1-3.

Note: Your response to Section 3 should also provide an explanation of these main touchpoints from the below list which were integral to reaching your audience and why.

Note: On the creative reel, you must show at least one complete example of each communication touchpoint that was integral to the effort's success.

If you only used one touchpoint, simply select "Not Applicable" for Main Touchpoints 2 & 3.

MAIN TOUCHPOINT 1

Most integral touchpoint.

Digital Mktg. – Short Video (:15-3 min.)

MAIN TOUCHPOINT 2

#2 Most Integral Touchpoint

Public Relations

MAIN TOUCHPOINT 3

SOCIAL MEDIA PLATFORMS

Select all social media platforms utilized in your effort from the list below.

SOCIAL MEDIA PLATFORMS - SELECT ALL PLATFORMS UTILIZED IN THIS EFFORT.

Select all that apply, or select Not Applicable.

Facebook

Instagram

Twitter

YouTube

CREATIVE EXAMPLES

Creative Work is reviewed as part of Scoring Section 3: Bringing the Idea to Life, along with the entrant's response to Question 3 and the Media Addendum. These elements together account for 23.3% of the total score.

CREATIVE REEL

The Creative Reel is the entrant's opportunity to showcase the creative work that ran in front of their audience to the judges. The reel is NOT a video version of the written case. Judges recommend spending at least 70% of the creative reel's time on examples of creative work.

The creative reel is not judged for the production quality of the reel; judges are evaluating only the creative work that ran in the marketplace as it relates to the challenge, insights, audience, and strategy.

Specific, quantifiable results, agency names/logos, and competitor logos/work may not be included anywhere in the video.

The Creative Reel is viewed once the case has been read.

CREATIVE REEL

4 min maximum*. 280 MB max., mp4 format.

*Entries in the Sustained Success category only: 4 min maximum. 280 MB max., mp4 format.



SHANFOODS_RAMZANKISHAN

For 4:3 aspect ratio, minimum size should be 640 x 480; for 16:9 ratio, minimum size is 1280 x 720. Letterbox submissions may be sent as 640 x 480 (For optimum judging your video should show clearly on a laptop and on a central screen of approx. 50" x 30".)

Do not include any agency names in the file name or anywhere in the reel. Effie encourages your file to be named "BRANDNAME-CATEGORY-ENTRYTITLE"

CREATIVE EXAMPLES PRESENTED IN THE CREATIVE REEL - SELECT ALL

Digital Mktg. – Influencers

Digital Mktg. – Short Video (:15-3 min.)

Public Relations

Influencer / Key Opinion Leader

IMAGES OF CREATIVE WORK (2 Required, 6 Maximum)

Upload images of your creative work that ran in the marketplace. Communications channels highlighted must have been also featured in your creative reel.

Judges review these images after they read your case and watch your creative reel. Images should complement your reel and help the judges better evaluate the creative elements that ran in front of your audience.

Images for Judging are an opportunity to:

- + Showcase work that is better seen as a still image vs. video format
- + Draw further attention to key creative elements

IMAGES OF CREATIVE WORK

Upload 2-6 images of your creative work that ran in the marketplace. Do not include agency names in the file

name or within the images.

Technical Requirements:
.jpg/jpeg format



PR Post Snapshot



Indian Blogger PR Post

TRANSLATION OF CREATIVE EXAMPLES (IF APPLICABLE)

TRANSLATION

If your creative examples include work that is not in the standard language of this Effie competition, you are required to include a translation to the local language either via subtitles within the creative OR you may provide a translation in the text box below.

CONTACTS - EXPLAINED

Effie collects a number of different contacts to ensure pertinent information can be shared with key parties. An explanation of Effie's contacts is provided below. All contacts, except the CEO/Top Marketing Executive Contacts, may be added to Effie's mailing lists, which can be unsubscribed from at any time. Individuals may be contacted about the submission at any time – the below explanations are examples of the most common reasons for contacting an individual; however, this is not an exclusive list.

Entry Contacts will not be listed publicly. Only the individuals listed in the Individual Credits section will be public.

ENTRANT

The Entrant Contact is the person whose account the entry is submitted under. The entrant contact is the primary contact for all entry notifications: submission confirmation, payment, revision requests/DQ issues, finalist & winner notifications, insight guides, etc.

Lead Agency Contacts

LEAD AGENCY MAIN CONTACT

This contact will be sent a congratulatory note, along with key information about celebrating their success, if the case is a winner. This is a secondary contact on the entry - if Effie cannot reach the entrant, Effie will reach out to this contact.

LEAD AGENCY PR CONTACT

This contact will be sent a congratulatory note, along with key information about celebrating their success, if the case is a winner. This individual may also be contacted regarding any PR/publicity opportunities, or in the case that Effie cannot reach the Entrant/Lead Agency Main Contact.

LEAD AGENCY CEO/TOP MARKETING CONTACT

This contact will be sent a congratulatory note if the case is a winner. This contact will not be added to Effie's mailing lists; however, they may be sent a judging invitation if they are selected for an Effie Awards Jury.

Client Contacts

CLIENT MAIN CONTACT

This contact will be sent a congratulatory note if the case is a winner. Effie may also reach out to this contact if there are any questions regarding their company, the provided credits, or other entry issues that require client involvement. This is considered a secondary contact on the entry - if Effie cannot reach the entrant or Lead Agency contact, Effie may reach out to this person.

CLIENT CEO/TOP MARKETING CONTACT

This contact will be sent a congratulatory note if the case is a winner. This contact will not be added to Effie's mailing lists; however, they may be sent a judging invitation if they are selected for an Effie Awards Jury.

Contributing Company Contacts

CONTRIBUTING COMPANY MAIN CONTACT

This contact will be sent a congratulatory note, along with key information on celebrating their success, if the case is a winner. Effie may also reach out to this contact if there are any questions regarding their company.

MEDIA COMPANIES

Please list the top five most integral media companies/owners that were a part of your effort, whether or as a partner or a platform where your work ran. If no media companies were used in this effort, you may leave this question blank.

ENTRY CONTENT FOR JUDGES

This question provides the content specification for the PDF the judges review when scoring. It is not visible to the Entrants.

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With Print Set JUDGING VIEW - PDF Version of the Written Entry for Judges