

# E-1495-845

## Trust Tou Must Hai

Product	Category Entered
Shoop Instant Noodles	Snacks & Desserts

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**

2020 Oct 20

**Date To**

2021 Jul 31

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

## REGIONAL CLASSIFICATION

Select all that apply.

**National**

## 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

**Growing**

# 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:  
Onesentence - 20  
words)

Advocating trust in the youth and their abilities despite their unconventional characteristics.

### THE INSIGHT:

(Maximum per line:  
Onesentence - 20  
words)

Establishing relatability & reliability with a TG characterized by having a trust to win their hearts

### THE CHALLENGE:

(Maximum per line:  
Onesentence - 20  
words)

To increase market share by connecting to an untapped segment in the instantnoodle category: teenagers and young adults

### BRINGING THE IDEA TO LIFE:

(Maximum per line:  
Onesentence - 20  
words)

Leverage universal frustrations and contemporary events/mediums, combined with the brand's voice, to create communication that is relatable and reliable.

### THE RESULTS:

(Maximum per line:  
Onesentence - 20  
words)

Business growth: 53% (2.6Xfaster vs competition, 2.5Xfaster vs category)  
Internal growth vs. LY: 9% greater than planned.  
Market share: (30% increase)

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)

Before Shoop, the category and its connotations were dominated by associations with kids. Shoop was the only brand to identify an untapped segment (13-24 years) and win their hearts and minds with communication that was both relatable and reliable. This was challenging because this TG doesn't trust explicit branding and big companies in general (93% don't trust corporations) but due to the novelty of the communications that emphasize on trusting teenagers, despite their unconventional habits, the brand was able to drive business results, market share gain and equity & loyalty growth.

## 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

#### Market Overview, Competing Against A 20-Year-Old Market Giant:

Knorr had been ruling the market for over two decades with 80%+ market share and were targeting kids (6-12 years), leaving the other players with no option but to follow suit. Knorr maintained its position highlighting the fun aspect of the snack with '#IsskaMagicHiAur' and '#BoriyatBuster'. Initially, Shoop followed a 'Me Too' approach but struggled establishing itself as a trusted brand for the TG till 2017.

#### Unconventional Approach, A New Playing Field. A Space of Its Own

To make a dent in the market Shoop had to change the game. Through research, we discovered that while instant noodle brands talk solely to a young audience, nearly half of the consumers are aged 13-24. This changed everything with Shoop

your category. Do not assume that all judges have extensive knowledge of the category.

(Max: 275 Words)

shifting gears to focus on an untapped segment for the very first time, teenagers and young adults(13-24years) promising the same volume potential and a higher consumption as compared to kids.

#### *Building That Bridge of Trust*

The growing teenagers want to be trusted by their parents with what they do. Shoop positioned itself to trust seeking urban teenagers offering them freedom via distinct flavors establishing the brand mantra of “Trust Tou Must Hai” enabling them to overcome the trust deficit & achieve their ambitions.

#### *Embarking on A New Journey of Relationship*

We had tapped into the sweet spot and gotten the youth’s attention. We needed to develop the “Trust Tou Must Hai” platform to establish a deeper connect with its TG. Still a small player in the category, we had to become relatable & reliable for young adults to open a line of communication with them & win their hearts.

## 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: SEC A, B & C, 13–24 Years

#### **Instant Noodles - More than a lunch box Snack:**

Our competition speaks solely to kids and snacking in kids is largely monitored by parents. For our TG quick snacking options, consumption moments for instant noodles are not just limited to breaks during school time or after-play in the evening. This offered Shoop a huge opportunity to ride against the wind.

#### **Choosing to be on their team:**

Through research we found out that young adults feel unheard both in terms of their life as well as their representation. To win their share of wallet, we had to first win their hearts by building trust and rapport.

#### **Shoop Identifying a Different Route to Success– Moving A Step Ahead:**

Shoop incorporated a blue ocean strategy by including the teen & young adult demographic segment that was contributing similar volume as kids and was not yet owned by anyone.

Consumption moments with this TG are not limited and occur when they are faced by untimely hunger pangs be it in the evening or as a quick midnight snack. Shoop innovated its portfolio to provide them the freedom via distinct flavors and newness (its unique “saucy” range).



6-12 Years

# shoop



**13-24 Years**

## 1C. OBJECTIVES OVERVIEW

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

(Max: 100 words, 3 charts/graphs)

### Business KPIs

Market Share: Improve Shoop's market share during campaign duration vs. same period last year.

Internal Growth Numbers - Drive stagnant brand to a double-digit growth on top-line & increase category contribution to overall business

Flavors Likability - Surpass the leading player in the likability scores of flavors

Brand KPIs Vs. Same period last year

- Increase loyalty
- Increase equity
- Increase TOM
- Increase trial by
- Build on relevant brand imageries

## SECTION 1: SOURCING



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

Use superscript in your responses above to link datapoints 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.

S1: Category growth and Shares -- Retail Audit Data

S2: Internal Growth Numbers

S3: Brand Equity Metrics (MDS Scores)

## 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.

was leveraged to help meet your

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

Shoop was against the MNCs with an accumulated market share of around 80%+. The brands were targeting the kids segment and increasing the size of pie in a fast-becoming saturated segment was a tall challenge.

Shoop identified that there is a huge vacuum in the segmentation which is not owned by any brand. This new TG has the potential to steer growth as it comprises of 29% of Pakistan's population.

Our eureka moment was the realization that growing teenagers are always looking for their parents to trust in their abilities and potential to follow their dreams and aspirations. We verified this insight through Focus groups and quantitative research. They are always in a deadlock of trust making TRUST the common denominator between the brand and its newly found TG.

objectives. Your insight maybe a consumer insight, a channel insight, marketplace insight, etc.

(Max: 200 Words, 3 charts/graphs)

Moreover, this TG hates being sold to and could detect marketing from miles away. 41% of the TG don't trust the brands that they grew up with leaving Shoop to deal with the challenge of establishing a relationship with them. The aim was to immerse into the consumers world and becoming an integral part of it by being relatable and reliable in furthering their quest for trust.

## 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)

Shoop is for the young, trust seeking unorthodox teenagers hence the idea...

TRUST YOU MUST HAVE!!!!

## 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.

S1: Consumption Mapping Analysis

S2: Usage and Attitude Study

S3: Focus Groups

S4: In-home visits

S5: Market Visits

# 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)

A combination of our product philosophy with our audience's need – The Need to be Trusted, led to the creation of "Trust Tou Must Hai", which addressed the sweet spot for Shoop and its TG. In this campaign moving a step ahead brand focused on its brand offering and asked the TG to trust Shoop by being more reliable and relatable. Each copy focused on a different product offering.

Shoop campaign was launched with an anthem 'Trust Tou Must Hai'. The series of TVCs that followed the anthem highlighted different situations involving the siblings, where Shoop was used as a medium that helped with the deficit of trust, as well as communicating to the TG to trust the brand's offerings such as:

- Father believing in the music talent of his son – a family moment celebrated with Shoop family pack which has the highest savings in the category
- The brother bargaining with his sister to get car keys from the father, and father trusting the kids despite their little mischief – Shoop Chotu at a Rs. 20 price point only making it easier for anyone to utilize the brand in such endeavors
- Sister trusting Shoop's improved flavors to get her brother to run errands with her

Platform Strategy:

All content from competition was channeled towards kids and their interests; Shoop on the other hand utilized smart investments on TV and focused use of digital to establish a strong connect with young adults.

TV: Despite the limited budgets, keeping the new campaign in view, TV could not be ignored completely. Shoop used limited spots and optimized the cost efficiently with multiple TV spots with significant campaign reach.

Shoop tapped into the interest of the TG and got amazing mileage during PSL and Pakistan Vs. New Zealand T20 series. The brand was spotted on top sports shows during prime-time. These segment shows had a special leg to it where the host announced the “Trusted Player of the Match “to create strong association with the brand.

Digital media: To reach an ‘always online’ generation we went all out on digital. #TrustTouMustHai trended on social media with top celebrities and influencers sharing their experience. Jingle renditions by celebrity singers also garnered huge popularity. The campaign translated into unprecedented impressions, reach and views across various social channels. A massive number of impressions were recorded on Tik Tok.

DTC: A massive on-ground drive targeting a significant reach of households was initiated with strong productivity and achievement results.

Shoop Launched its first ever BA program with over significant intercepts with strong productivity.

In-store: POP trials and engagement activities were executed on top volume driving key accounts.

PR: In addition, we partnered with leading bloggers to multiply campaign reach.

## 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.



Shoop Key Visual

## SECTION 3: SOURCING

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

S1: Media Agency/Buying House

Use superscript in your responses above to link datapoints 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 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
- 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)

With #TrustYouMustHai, Shoop didn't just grow but established itself as the next big thing in the category. The brand started witnessing unprecedented growth.

**Becoming A Force to Reckon – Business Results:**

1. Shoop became the fastest growing player in the market –
2. Massive growth against competition post campaign & versus SPLY
3. Showcasing the power of the category to the company: Shoop achieved the highest portfolio growth in the company, with the business achieving
4. Becoming Teenagers Beloved Snack Brand
  1. Loyalty Reaching New Peaks
  2. Brand Power Scores surpassing category averages:

4. Brand imageries improved around our communication: we had grown association with scores in all those image associations that established the brand as the preferred choice of youth.
5. Our flavors were quickly becoming the nation's favorite: Increase in Flavor Likeability

-



While sales were evidence of our immediate success, the brand health metrics and a higher appreciation for our flavors show that this is only the start of Shoop's journey

## 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.

**Societal or Economic Events**

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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)

Introduced an innovative first time ever “saucy” range in Pakistan; offering bold and new flavours like Sweet Thai Chilli, Cheese, Pasta, Hot and Spicy, Spicy Garlic.

Carried out activities to ensure visibility and encourage trial. A significant number of households were intercepted through Door Knocking Drive creating awareness about different variants and formats. (S2)

Shoop Launched its first ever BA Program across key stores and made significant intercepts (S2)

Merchandising Drive was carried out across Pakistan covering all channels to ensure nationwide product visibility and availability. (S1)

Economic inflation was leading to high cost of goods which eventually meant passing the pressure onto the consumers. Shoop very tactfully launched a super saver “pack of 4” and “pack of 3” leading to bundled purchase behaviour and absorbing the exuberant cost that might have been in any other case lead to a decline in demand. Shoop provides the highest saving in the category.

## SECTION 4: SOURCING

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

Use superscript in your responses above to link datapoints 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.

S1: Internal Sales Data

S2: Activation  
Numbers/Intercepts

Judges encourage third-party data where available.

See [Entry Kit](#) for details.

## 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

### PAID MEDIA EXPENDITURES (PRIOR YEAR)

Campaign Period: Prior  
Year

COMPARED TO COMPETITORS IN THIS CATEGORY, THE BUDGET IS:

Select one.

**Less**

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

Select one.

**Less**

## 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 NotApplicable.

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)

## 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 postproductions 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.

To establish the connect of “Trust Tou Must Hai” with the TG, celebrities and influencers shared their trust stories on digital.

Shoop also focused on in-store visibility in large grocers, IMTs and LMTs by deploying OCDs and category blocks while baskets were deployed in general trade. To generate awareness and trials wet sampling in schools and universities took place.

Shoop also launched its first ever brand ambassador program significant intercepts with strong productivity. A massive on-ground drive targeting a high reach of households was initiated.

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 : 1. Social Media Details: Official Facebook, Instagram, and YouTube Pages/Channels 2. PR Campaign: Top Bloggers and Influencers

## 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.

Product Placement – Occasional

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Sponsorship – On Site

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Unique Opportunity

## ELABORATION ON SPONSORSHIPS AND MEDIA PARTNERSHIPS

Provide additional context regarding your sponsorships and media partnerships.

(Maximum: 100 words)

Shoop was also a proud sponsor of the Pakistan Vs. New Zealand T20 series aired on Ten Sports and PTV Sports with a live contest to increase engagement.

Shoop got amazing mileage during PSL and the brand was spotted on top sportsshow during prime-time to increase TOM and awareness. These segment show had a special leg to it where the host announced the “Trusted Player of the Match” to create strong association with the brand. Names of the shows were: “JashnayCricket”(Geo Super), “Replay”(Dawn News) and “Har Lamha Purjosh”(Ary News).

Shoop also sponsored sports galas for educational institutes.

## SOURCES

### INVESTMENT OVERVIEW: DATA SOURCES

Provide sourcing for all data provided in the Investment Overview.

Use superscript in your responses above to link datapoints 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.

Provide sources of data included in your responses in the Investment

Overview. 1. Internal Sales Data

2. Activation Numbers/Intercepts

3. Media Agency/Buying House

4. Consumption Mapping

Analysis 5. Usage and Attitude

Study

6. Focus

Groups 7. In-

home visits

8. Market Visits

9. Category growth and Shares -- Retail Audit Data

10. Internal Growth Numbers

11.Brand Equity Metrics  
(MDS Scores)



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. – Influencers

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Digital Mktg. – Mobile

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Digital Mktg. – Social: Organic

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Digital Mktg. – Social: Paid

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Digital Mktg. – Video Ads

---

Internal/In-Office Marketing

---

Packaging & Product Design

---

Radio

---

Sales Promotion, Couponing & Distribution

---

Sampling/Trial

---

Influencer / Key Opinion Leader

---

Sponsorships – Sports

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Sponsorships – Unique Opportunity

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Trade Shows, Trade Communications, Professional Engagement

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TV

# 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.

**TV**

## MAIN TOUCHPOINT 2

#2 Most Integral Touchpoint

**Digital Mktg. – Video Ads**

## MAIN TOUCHPOINT 3

#3 Most Integral Touchpoint

**Sampling/Trial**

# 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

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Instagram

---

YouTube

---

TikTok

---

WhatsApp

## 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 creativereel'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

3 min maximum\*. 280 MB max., mp4 format.

Shoop TTMH \_ Snacks & Desserts

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

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. – Display Ads

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Digital Mktg. – Influencers

---

Influencer / Key Opinion Leader

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TV

---

Retail Experience: In Store

---

Sampling/Trial

---

Sponsorships – Sports

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Street Mktg.

## 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



Shoop TTMH KV 1



Shoop TTMH KV 2

## 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, maybe 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 PDF Fingerprint 370eec3587e0344a2f8ff01d713b9431