

categories

overview

PRODUCT & SERVICE CATEGORIES

There are **30 product and service** categories to choose from. The entries of products and brands that are similar in usage form this category irrespective of the platform it has leveraged to achieve its objectives.

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

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

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

SPECIALTY CATEGORIES

Speciality Categories are designed to address a specific business situation or challenge. **There are 22 special categories, including the three (3) newly added categories, which focus** on audiences, business challenges, media, and industry trends.


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

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

ENTERING MULTIPLE CATEGORIES

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

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

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

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

categories

product and service categories

Agriculture & Related Industry

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

Apps & Software

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

Automotive

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

Beauty & Frangrance

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

Beverages - Cold

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

Beverages - Hot

Tea, coffee, etc.

Construction, Real Estate Companies & Allied Industry

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

Culinary

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

Education & Training. Includes all educational organizations and institutions, training programs, job/career sites, etc.

Electronics

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

Events, Culture and The Arts

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

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

Fashion & Accessories

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

Finance

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

Government & Public Services

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

Health

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

Home Furnishings & Appliances

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

categories

product and service categories

Household Supplies and Services

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

Insurance

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

Internet & Telecom

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

Media and Entertainment Companies

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

Product or Service Introduction & Product or Service Line Extension

Entrants may choose between New Product or Service Introduction OR New Product or Service Line Extension.

In the Introductions category, any effort used to introduce a new product or service that is not a line extension may enter. Brand new products or new products in a new category are required to enter this category instead of their industry category.

New line extensions can either enter the Line Extensions category OR their industry category.

Effie defines line extension as:

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

A derivative product that adds or modifies features without significantly changing the price

Products that bear the same brand name and offer the consumer varied options (e.g. Diet version of drink)

The entry must be written to address how your product/service was new and the situation you faced as a result of it being new. For example, what specifically was new? Why did the newness matter? Write the entry to address the category situation (new product/service introductions/line extensions) similar to what you would do when writing your entry to address a category situation like sustained success, etc.

Non-Profit Not-for-profit organizations of all types – including charitable, social, civic, advocacy, trade, special interest, religious, etc. Includes membership drives, recruitment, fundraising, etc.

Office & Delivery

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

Packaged Foods

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

Personal Care

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

Professional Services

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

Restaurants

Quick service, casual dining, cafés and restaurants.

categories

product and service categories

Retail

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

Snacks & Desserts

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

Travel, Tourism & Transportation

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

categories

speciality categories

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

NEW: ENVIRONMENTAL

The Positive Change: Environmental category celebrates efforts that have measurably shifted audience behaviour toward more environmentally sustainable choices, and/or grown demand for more sustainable products and services by incorporating environmentally-conscious messaging into their marketing.

Winners of this award showcase how effective marketing programs that incorporate sustainable strategies can make a positive difference for brands and for the environment.

Over and above the standard Effie requirements to demonstrate a positive impact on business, there are specific areas of interest that relate to this award.

Efforts entered must have as one of their main strategic objectives changing audience behaviour towards more environmentally sustainable choices and environmentally conscious messaging must be a part of the marketing.

Entrants should address how the sustainability goal relates back to the overall brand and business strategy.

The criterion for this award is the result of behaviour change toward more environmentally sustainable choices, with these elements being considered in judging:

- **Awareness** – Making the audience aware of a sustainable product, service, or action.
- **Trial** – Trying the sustainable product, service, or action for the first time.
- **Product/Service Substitution** – Switching to a more sustainable product, service, or action.
- **Change in Use** – Using a product/service more sustainably than before or taking more sustainable action.

NEW: BRAND INTEGRATION & ENTERTAINMENT PARTNERSHIPS

This award will honor those brands that have effectively reached their audience via strategic integrations & entertainment partnerships. Submissions should detail how the brand was seamlessly interwoven within the right content in an engaging way. Detail the strategic reasoning behind the partnership – why was this partner chosen over others? Clearly detail the selection process of the partner, and explain how this partnership led to the results that met the objectives of the brand.

NEW: PERFORMANCE MARKETING

This category recognizes the most effective performance marketing efforts. To participate your effort must be led by performance marketing and you must demonstrate how your effort drove results for the business using performance marketing KPIs.

Note: Entrants must use the performance marketing entry form when submitting under this category. There are special guidelines when presenting your creative & how the idea was brought to life, which will be outlined in the Performance Marketing entry form.

categories

speciality categories

BRAND EXPERIENCE

- Brand Experience: Live
- Brand Experience: Digital
- Brand Experience: Live & Digital

This category is not for efforts that focused on TV, radio or print ads to connect with an audience. It is meant to showcase how you can create a brand experience beyond traditional advertising. Work that truly brought a brand or product to life and interacted with a specific audience to achieve desired objectives should be entered. You may have re-invented the product demo, re-imagined the pop-up store, or led a “brick and mortar” retail overhaul; you could have created a new game, an alternate or virtual reality experience or interactive/immersive film experience that effectively showcases a new product or brand personality – it could have been anything. As long as you can prove it truly came alive and worked. The winners of this award will show how advertisers are reaching out to their audiences to establish meaningful relationships, memorable, engaging experiences, and unique connections with their brands. Entrants must address how the brand experience related back to the overall brand strategy. Judges will expect to understand the ‘participation’ in the experience as a core factor. As with all Effie categories, you can enter whether your work brought the brand to life as the entire marketing effort or as part of the larger marketing program.

SOCIAL MEDIA

This category is for campaigns that set out with **the explicit purpose of using social as the primary touchpoint or having social at their heart. Judges are looking at campaigns that begin with a social idea, as opposed to advertising or integrated campaigns with a social media element.** The kind of idea that is specifically designed to take advantage of the socially connected consumer and the influence of society.

The entrant will need a clear rationale for why social was the right way to tackle the brief, and evidence of how social activity measurably and materially drove the commercial result. **It is not enough to count the number of impressions, likes or shares.** You will need to measure and prove the commercial value of social through the direct effect it had on audience behaviour or perceptions and demonstrate correlation with the achieved business results.

SMALL BUDGETS

- Small Budgets – Non-Profit
- Small Budgets – Products
- Small Budgets – Services

Cases eligible for this category must represent the only marketing efforts for this brand (brand defined as listed in the “brand” question of the Effie entry form) during the time period that the effort entered ran. To be eligible, an entry may not be for a line extension. Effie defines line extension as: a variation of an existing product with the same brand name and same category but with a new characteristic, a derivative of the product or service that offers modified features without significantly changing

categories

speciality categories

price; a product bearing the same name and offering a varied option (e.g. new flavour, diet version, etc.). Value of donated and non-traditional media, as well as activation costs, must be included.

Budget eligibility is as follows:

- < PKR 7.5 million.

 **note:** Judges will deduct from your case if you do not sufficiently prove that your marketing effort is a Small Budget campaign.

MARKETING DISRUPTOR

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

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


E-COMMERCE

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

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

MARKETING INNOVATION SOLUTIONS

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


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

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

SUSTAINED SUCCESS

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

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

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

categories

speciality categories

DAVID & GOLIATH

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



making inroads against big, established leaders



taking on “sleeping giants”



moving into a new product/service field beyond their current category and set of competitors to tackle a dominant leader

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

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

POSITIVE CHANGE: SOCIAL GOOD - BRANDS

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

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

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

Useful Tips:

- When entering, entrants must provide information on the business goals and intent-to-do- good goals for the effort and the results achieved for both.**
- How the Social Good initiative related back to the overall brand strategy. Why was this initiative selected and why was it the right fit for the brand?

POSITIVE CHANGE: SOCIAL GOOD – NON-PROFIT

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

BRANDED CONTENT

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

categories

speciality categories

MEDIA INNOVATION

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

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

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

DO NOT submit cases of innovation in products or services. Enter those in the newly introduced “Marketing Innovation Solutions” category.

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

PASSION FOR PAKISTAN

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

DO NOT submit CSR or Public Service Campaigns.

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

note: Feature films/Movies, Stand-alone/Annual Events, and Trade Shows are not eligible to enter.

TOPICAL MARKETING

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

CORPORATE REPUTATION

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

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

SEASONAL MARKETING

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

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

categories

speciality categories

INFLUENCER MARKETING

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

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

YOUTH MARKETING (Teens & Adults)


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

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

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

RENAISSANCE

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

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

contact

entry information

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

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