

entry form & requirements

creative reel

PURPOSE OF THE REEL: SHOWCASE EXAMPLES OF HOW YOU BROUGHT YOUR IDEA TO LIFE.

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

CONTENT

- **At a minimum, 70% of the reel must be examples of creative work the audience experienced, or other materials created to bring the idea to life internally or externally.**
- **Label each creative example by type of media (TV spot, Radio spot, etc.).**
- **No results (of any kind) may be included.**
- **3-minute maximum**

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

Judges are required to read the written case before viewing the reel, so it is not necessary to repeat your written case. Any set-up or explanation may not interfere with the judge's ability to review sufficient examples of your creative work and other materials representing how the idea was brought to life. Examples submitted must directly relate to your Strategic Objectives and Results outlined in the written form and must have run in the marketplace.

“The creative reel should showcase all the work of the campaign, and not a way of re-telling the entire case. It should complement your case.”

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

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

Reels may be a maximum of three minutes and it is not required to utilize all three minutes. Entrants must showcase at least one complete example of each integral touchpoint – additional examples are encouraged where helpful to judges in evaluating how the idea was brought to life.

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DO NOT INCLUDE

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

MUST INCLUDE

- At least one complete example of each of the integral touchpoints mentioned in the written case (question 3) * - includes any type of work (print, radio, web, OOH, TV, product design, brand experience, etc.)
- If time allows, additional examples of how the idea was brought to life.
- Translation for non-English work

* You may edit down video clips longer than 60 seconds when it is necessary to do so in order to show other examples of your work. However, you should showcase as much of the example as you can to give judges a clear understanding of what your audience experienced.

Any video elements 60 seconds or shorter must be shown in full.

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

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

Effie Pakistan is a non-profit educational organization that shows the work for educational purposes of honoring effective marketing ideas and the successful teams (client and agency) creating them. In regards to rights/licensing for talent/music that ran as part of the original creative work, we recommend that entrants talk to their company when entering about the policy forentering award shows – most award shows have the same requirements as Effie does, and this can help resolve any questions. **As long as elements featured on the reel are the work for the campaign/effort you are entering, you should not run into an issue with rights/licensing.**

SUSTAINED SUCCESS SUBMISSIONS

- 4-minute maximum
- Feature work that ran in the **initial year** (prior to 7/30/19), at least 1 interim year, and the **most current competition year** (7/1/21 – 9/30/22) of the case.
- Clearly label the year the work ran in the marketplace before (or as) the work is shown on the reel.

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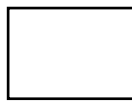
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GUIDELINES

- Do not include any agency names in the file name.
- Add subtitles or include written translation (via translation text box in the Entry Portal) for all non-English creative materials.

TECHNICAL SPECS

- 1 creative reel file per entry
- 3-minute maximum
 - Note: Sustained Success cases may be up to 4 minutes in length.
- 250 MB maximum file size
- .mp4 format
- Resolution



4:3

640 x 480



16:9

1280x 720



Letterbox

640 x 480

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creative images

IMAGES OF THE CREATIVE WORK (2 required, 6 max.)

After the judges read your case and watch the reel, they review images of your work. Images uploaded should complement your reel and help the judges better evaluate creative elements that ran in front of your audience.

It can be helpful to provide images of work best seen as a still image (e.g. website, print ad, direct mail piece, etc.). Or, you may wish to upload work that you want judges to get another look at after watching the reel.

- This is an opportunity to showcase your creative work:
 - Highlight elements that are better seen as a still image vs. video format.
 - Draw further attention to key elements you wish to highlight.
- Upload 2-6 (2 required) examples of the creative work.
- **Technical Requirements:** .jpg format, high-res. 15 MB max.
 - Do not include agency names or logos on any creative materials submitted for judging.
- One of the top complaints from past judges is that entrants were not maximizing the opportunity to showcase the work in these images.
- **Note:** The Creative Work provided for judging (Creative Reel, Images of Creative) will also be used for publicity purposes if your case is a finalist or winner.

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publicity materials

IMAGES FOR PUBLICITY

- Primary Publicity Image.** This should be an image of the work that best represents your case. This image will be the primary image of the work for publicity and promotional purposes if the case is a finalist or winner. This includes usage in print and digital editions of the Effie Awards Journal, press/publicity materials, etc. This image will also be used in the Case Database.
 - Technical Requirements:** .jpg, high-res, CMYK format, 100% of size. 15 MB max.
- Company Logos.** Company logos are required for all lead agencies and clients credited on the case.
 - Technical Requirements:** .eps or .ai format. 2 logos required. 3-4 logos if an additional lead agency or second client is credited; logos of contributing companies do not need to be uploaded. You may upload .jpg logos if you do not have .eps/.ai available.
- Team Photos.** Upload team photos of the lead agency and client team. You may upload a maximum of one photo per lead agency and client. You may only submit a third or fourth team photo only if you have a second lead agency or client. These images will be shown on screen at the Awards Gala and online by Effie Worldwide to promote your win.
 - If you do not have a team photo to submit at the time of entry, you may provide one once your team is notified that your case is a winner. You are not required to upload an image at the time of entry.
 - Technical Requirements:** 300 dpi .jpg or .jpeg, 1000 pixels minimum wide or tall. 15 MB max.
- Creative Examples from Judging.** The Creative Work provided for judging (Creative Reel, Images of Creative) will also be used for publicity purposes.