



top tips

- Carefully review and answer all parts of the question and review the “Effie Tips” for each question. Judges will deduct points if all aspects of the question are not answered.
- Be direct, clear, concise, interesting, and easy to read. Treat the entry form as a story – each section should link.
- “The entrants who build the cases from a place of **real honesty, authenticity, and simplicity vs. marketing jargon was really the strongest**. I’d recommend that all the entrants **have someone who doesn’t work in marketing read the entry** to see if they understand it. If they can, then it’s probably good.”
- **Use a voice of honesty** – judges are looking for the real situation you started with, what you achieved, and the persuasive argument that ties back the results with the objectives.
- “My biggest issue was that the creative reels seemed to gloss over the creative rather than showcase it. **Don’t give me a video version of an over-dramatized case**. Showcase the creative and tell a rich, compelling story via your writing.”
- **Provide competitive landscape**: Include a clear picture of the marketplace situation as the jury reviewing your entry may not be aware of it.
- **State why results are significant in the context of your situation**. Simply presenting results without defending them will not cut it.
- **Write to someone with no knowledge of your industry sector**. Judges likely do not have experience in your category sector, and you need to provide context so they can understand the difficulty of your challenge and the significance of your results.
- **Address every objective in your results section and guide judges through the results achieved** – how do the social metrics tie to the awareness and behavioral goals of the brand? How does this link to sales or market share goals (if relevant)?
- **Eliminate any other factors that judges may mistakenly believe could have contributed to the success** - economic factors, pricing, distribution, weather, etc. - prove it was your work’s contribution that led to the results.
- **Be real**. Judges appreciate entrants for explaining what went wrong, what you changed, etc. Cases that retrofit objectives to match results do poorly.
- “**More chart and graphs vs. words in results**. It is easier to see results visually than in a narrative form.
- **PROOFREAD. PROOFREAD. PROOFREAD. & EDIT. EDIT. EDIT.**

For more tips and detailed guidance on each of the scoring sections, review the [Advice from the Jury](#). To review past winner Case Studies, click [here](#).