

2024 ENTRY KIT

welcome

After successfully completing five years of Effie Pakistan, it's time to switch gears as we enter the sixth year of celebrating effectiveness and applauding the work that has inspired us. As the countdown for Effie 2024 begins, we are all set to embark on the journey of embracing innovation, breaking traditions, and exploring unparalleled creativity.

Effie Pakistan has always pushed the boundaries and encouraged everyone to strive for strategic brilliance and effectiveness, effectiveness that over the years has promoted unconventional ideas, and thoughtful dialogues, and championed marketing communications that are purpose-driven and inclusive.

To me, entering the competition is not just about winning, it is adapting to the Effie way of life, which is starting from the point you write a brief, conceive ideas, execute them and measure the results. It's a holistic way that needs to be embedded in our line of work. Also, being part of the jury is a learning in itself. It further opens your mind to see how your fellow peers see the work, through a completely different lens. This will eventually help all of us rise and create work that is absolutely brilliant.

With this, I invite you to join us on this journey as we walk towards the Effie side of life.

A good starting point would be to visit the website: www.effiepakistan.org for all the details.

We look forward to your creative, innovative and impactful work.

Kind regards and all the best,

Qamar Abbas

Executive Director, PAS

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introduction

The document helps you write the most effective entry possible.

It includes top tips from our most experienced judges and breaks down the form section by section, so you understand exactly what the judges are looking for. You will find information on the required creative assets & credits, options for publication permissions, a guide on how to source your data and what happens in judging and beyond.

If you have any questions at any stage of the process, please ask and we'll be happy to help, just email at info@effiepakistan.org

We wish you all the best in this year's competition.

eligibility

All marketing efforts that ran in Pakistan at any point between 1st July 2022 and 30th September 2023 are eligible to enter.

- Any and all marketing cases, whether full campaigns or specific activities within a campaign, are eligible to enter.
- **Data and creative work presented must be isolated to Pakistan.** The effort could have been created and ran in Pakistan only or be part of a larger-multi market effort where Pakistan was one of the multiple markets. You must isolate what you did for Pakistan market, along with Pakistan market results.
- **Your work must have run during the eligibility period.** Elements of the work may have been introduced earlier and may have continued after, however the information you submit for your entry must have taken place during the qualifying time period.
- **The results that illustrate the effectiveness of your case can fall outside of the eligibility period but must be tied directly to the marketing effort you have entered.**
- **Sustained Success category efforts** have separate eligibility periods to those listed above. You'll find more information in the category definition.
- **Test efforts are not eligible** (e.g. where Pakistan is a test market, pilots of projects).
- **A single effort cannot be submitted by different organisations in the same category.** Teams must collaborate on a single entry. However, different organisations may take the lead on entering the work in different categories.
- **Effie Pakistan reserves the right to re-categorise entries, split/redefine categories, and/or refuse entry at any time.**

TOP TIP: Review category definitions for additional guidelines.

eligibility

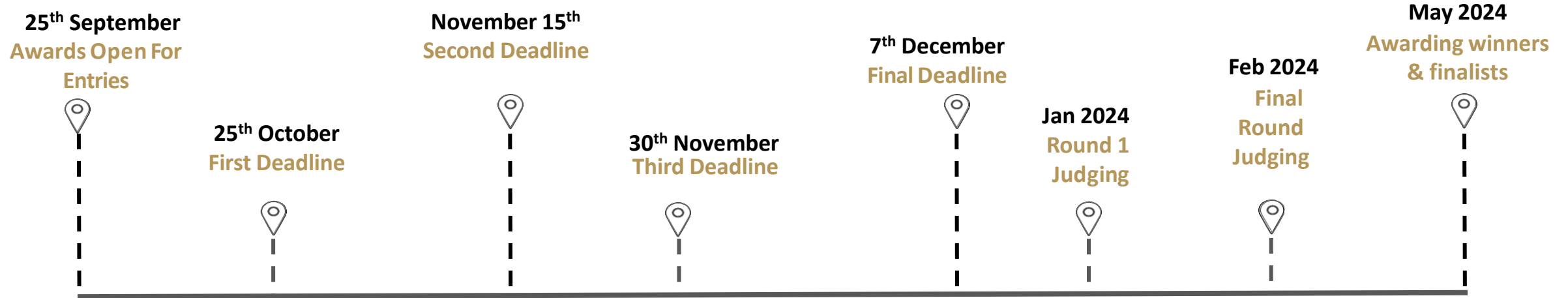
RE-ENTERING PREVIOUSLY ENTERED WORK

- Our eligibility period for this year's competition spans a 15-month period. As a result, there is a 3-month overlap period from last year's competition.
- Finalists & winners whose work ran during this period of overlap with last year's competition may submit their work again in the 2024 competition, provided they have additional results to share.
- Entries that did not advance in the competition may re-enter without restriction, providing they meet the eligibility criteria.
- 2023 Gold Effie Winners can only re-enter a category in which they did not win Gold.
- Past Gold Sustained Success winners can re-enter the Sustained Success categories after 3 years –Gold winners from the 2017 competition and earlier are eligible.

ENTERING MULTIPLE CATEGORIES

- You may enter an effort into a maximum of 4 categories, with no more than 1 Industry category. You will need to submit a separate entry and pay separate entry fees for each category submission for an effort.
- Each entry should be customised to speak to the specifics of each entered category. Judges are evaluating your work against the category definition and they frequently express that it is difficult to properly evaluate a submission when the entry wasn't tailored for the entered Effie category.

deadlines & fees



Fees increase the morning after each deadline at 12am Pakistan time.

note: For multiple category discounts to apply, you may choose the additional categories at the time of making the first entry or you may copy the first entry at a later stage to enter it in additional category/ies.

deadlines & fees

Date	Main	Subsequent
25 th October 2023	Rs. 115,000 plus tax	Rs. 85,000 plus tax
15 th November 2023	Rs. 125,000 plus tax	Rs. 95,000 plus tax
30 th November 2023	Rs. 135,000 plus tax	Rs. 105,000 plus tax
7 th December 2023	Rs. 150,000 plus tax	Rs. 125,000 plus tax

Fees increase the morning after each deadline at 12am Pakistan time.

note: For multiple category discounts to apply, you may choose the additional categories at the time of making the first entry or you may copy the first entry at a later stage to enter it in additional category/ies.

resources for entrants

ENTRY FORM TEMPLATES

These will help you prepare your entry. They mirror our online entry form, providing you with all the questions as they appear in the entry portal. In the portal some questions have drop down lists for you to choose from –and these templates detail all the options so there are no surprises.

There is a specific template for submissions into Sustained Success category, one for submissions into the Performance Marketing category, while all other categories should utilise our Standard Entry Form.

Once you're happy with your entry, please access the online Entry Portal, and replicate answers into it. You can access entry form templates [here](#).

CASE STUDY SAMPLES

We've assembled a [sample of past winning cases](#) so you can learn from them.

how to pay

PAYMENT PROCEDURE

You are required to generate the invoice through the 'online entry portal'. Please email a copy of your invoice to the Awards Secretariat (info@effiepakistan.com) for verification before processing the invoice to ensure the amount is correct.

Once the payment is received and checked by the secretariat, the entrant will receive an auto-generated receipt. If your organization's payment procedure requires a specific type of invoice or process, please inform us of this in advance by emailing us at info@effiepakistan.org with the necessary details. Please also note that we will not be able to change the date of the invoice at any time.

Submissions without the correct entry fee will not be accepted.

Payment can be made through pay order/check in the name of 'Pakistan Advertisers Society' and hand-delivered or couriered to:

Ms. Mariam Vohra

Senior Marketing Executive, Effie Pakistan
Pakistan Advertisers Society
Office 403, 4th Floor, Clifton Diamond, Behind Chase-Up,
Block 4, Clifton.
Karachi – Pakistan.
Tel: +92 (21) 3583 6072-3 | Email: info@effiepakistan.org

REFUND POLICY:

- Entries that are disqualified (please see 'reasons for disqualification') due to any reason will not receive a refund.
- Any case that has been submitted and later withdrawn, shall not be entitled to a refund.
- Any case that is not shortlisted or nominated will not be eligible for a refund.

categories – what you need to know

AVAILABLE CATEGORIES

- **Industry Categories:** There are approx. 31 industry categories to choose from. You may only enter one industry category per effort.
- **Specialty Categories:** designed to address a specific business situation/challenge or marketing discipline. There are approx. 26 categories, with focuses on audiences, business challenges, media, shopper marketing, and industry trends.

CATEGORY LIMIT

Efforts can be entered into a **maximum of four categories**. Of those four categories, only one may be an industry category. You are not required to enter an Industry category – you may enter four specialty instead. You will need to complete a separate entry form and pay the entry fee for each category you wish to enter.

Each entry should be customised to speak to the specifics of the entered category. Judges are evaluating your work against the category definition and they frequently express that it is difficult to properly evaluate a submission when the entry wasn't tailored to it.

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

UNSURE WHICH CATEGORY TO ENTER? Email info@effiepakistan.org.

categories – what you need to know

PRODUCT & SERVICE CATEGORIES

There are **31 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

Specialty Categories are designed to address a specific business situation or challenge. **There are 26 special categories**, which focus on audiences, business challenges, media, and industry trends. To enter in 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 specialty 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 whether 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 at info@effiepakistan.org.

categories overview

INDUSTRY		SPECIALITY	
<ul style="list-style-type: none"> • Agriculture and Related Industry • Apps & Software • Automotive • Beauty & Fragrance • Beverages - Cold • Beverages - Hot • Construction, Real Estate companies & Allied Industry • Culinary • Electronics • Event, Culture and The Arts • Fashion & Accessories • Finance • Government and Public services • Health • Home Furnishings & Appliances • Household Supplies and Services • Insurance • Internet & Telecom • Media and Entertainment Companies • Personal Care • Office & Delivery • Retail • Snacks & Desserts • Travel, Tourism & Transportation 	<ul style="list-style-type: none"> • Education & Training • Non – Profit • Packaged Foods • Restaurants • New Product and services • Professional services • Gaming & E-sports <i>new</i> 	<ul style="list-style-type: none"> • Business to Business <i>new</i> • Data Driven - (Commerce and shopper) <i>new</i> • Experiential Shopper Commercial Marketing <i>new</i> • Omni Channel Shopper solution <i>new</i> • Environmental • Brand Integration & Entertainment Partnerships • Performance Marketing • Brand Experience – Live/Digital/Live & Digital • Social Media • Small Budgets • Marketing Disruptors • E-Commerce • Marketing Innovation Solutions • Sustained Success • David & Goliath • Branded Content • Topical Marketing • Positive change : Social Good – Brands • Positive change : Social Good – Non Profit • Corporate Reputation • Media Innovation • Passion for Pakistan 	<ul style="list-style-type: none"> • Renaissance • Seasonal Marketing • Influencer • Youth Marketing (Teens & Adults) <p><u>Award Categories</u></p>

how to submit your entry

Entries are submitted online in the Entry Portal at <https://effie-pakistan.acclaimworks.com>

Before you submit, we recommend you use the relevant entry form templates to prepare your entry (see page 7 for full details).

You can access the templates [here](#).

As part of each entry, entrants are required to complete:

- The entry form & reel (reviewed by judges)
- Additional information that allows us to champion finalists/winners, track trends and insights which we distil into learnings to help marketers everywhere.

The check list below guides you through the entry process.

SEEN BY JUDGES	ADDITIONAL INFORMATION
• Written Entry Form , across the following tabs/sections: Entry Details/Executive Summary, Four Sections using Effie's Effectiveness Framework, Investment Overview .	• Case Background . Topline information on your brand, audience, competitors, research partners, media partners.
• Creative Examples (Reel, Images) . Review requirements in the document.	• Company & Individual Credits . Credit the key companies and individuals who were part of making this activity a success.
	• Permissions, Authorisation & Verification of Entry . Indicate your publication permissions, sign the authorisation form, agree to Competition Rules & Regs.

how to submit your entry

ENTRIES CAN ONLY BE SUBMITTED ONLINE.

The 2024 Online Entry Portal is available at <https://effie-pakistan.acclaimworks.com> and will open on September 25th, 2023.

To get an early start on your entry, register yourself now and familiarize with the requirements and information you need to complete there.

Additionally, this also registers your intent to enter with Effie, so you will be kept up-to-date with competition news.

Create one log-in account for your company and have multiple entries under that account OR you can create a separate login account for each entry (one log-in account per email address). Either approach is fine.

note: If you registered yourself last year, you can use the same login ID and password to enter this year's competition. In case of loss of password, use the 'forgot password' option.

You may edit/delete/change your entries at any point until you click submit. Effie Pakistan will only view the submitted entries; hence feel free to work as much as you like to perfect your submission until you click submit.

The Online Entry Portal includes the following steps:

- Entrant Details
- Online Entry Form
- Additional Backend Data
- Uploads
- Creative communication reel (.wmv/mp3/mp4/mpeg)
- Samples of your work (.jpeg / .jpg) - Optional
- Case image (.jpeg / .jpg) Team photo (jpeg / .jpg)
- Authorization form (.jpeg / .jpg)

how to submit your entry

Key Features of Online Portal:

- Once you have completed an entry, you have an option of **cloning an entry**, in case you wish to submit the entry into multiple specialty categories. The form can then be customized as per the category specifics.
- **System generated an invoice.** Once the entry is submitted, you can self-generate the invoice as per the entries that you are submitting for processing a payment. The invoice can only be generated once the entry is complete and submitted.
- **Save/print a pdf. version** at any time.

For any queries at any stage, please feel free to contact Effie Pakistan Secretariat at info@effiepakistan.org.

challenge, context and objectives

The foundation of your case, counts for **23.3%** of the total score. If this section is weak, your whole entry suffers because it is key to understanding how big the idea was and how profound the results were. Weight will be given to the degree of difficulty of the challenge.

Reminder: Judges may not be familiar with your brand's industry. Try to avoid jargon or anacronyms.

QUESTION 1A

The context to your brand and business situation. Could include main competitor spend, position in market, category benchmarks, etc. Explain the characteristics or trends in the market (e.g. government regulations, societal trends, weather/environmental situations). Frame what success looks like in your category.

QUESTION 1B

Judges look for clear objectives that are not retrofitted to match the results of the case. We ask you to outline your objectives across the following 3 types:

Business: This should be the one key thing that you wanted to achieve. The ultimate commercial objective that was being discussed in the boardroom. State it as clearly and simply as possible.

Marketing: These should be directly linked to the customer or target audience in some way. Usually linked to a behaviour change what did you want people to start doing / doing more / doing less / stop doing etc. You can have up to 3 of these objectives.

Campaign/Activity: What did you set out to change or reinforce through your activity? For e.g. attitudes, perception, social discourse etc. You can have up to 3 of these objectives.

See next page for category specific advice

challenge, context and objectives

Performance Marketing Cases:

- You may provide both Pre-Conversion objectives and Conversion metrics. You must provide at least one conversion objective.
- Please see the Objectives Guide for examples of Pre-Conversion and Conversion metrics along the customer journey.
- Present the performance marketing goals and explain how these goals relate back to the overall brand or organization's strategy and objectives.

Sustained Success Cases:

- It is important to include change over time for both questions.

strategy: insights & strategic idea

This section asks you to explain your strategic thinking that enabled you to pivot from your challenge to results. It counts for 23.3% of the total score.

QUESTION 2A

Explain who the target audience is and why they were right for your brand, bearing in mind your context, challenges and objectives. Outline if your target was existing, or new, or both. Describe them using demographics, culture, media behaviours, etc.

QUESTION 2B

Outline your key insight(s) and how your audience's behaviours and attitudes, your research and/or business situation led informed them. Your insight(s) may be a consumer, channel or marketplace insight etc. Keep in mind, an insight is not merely a fact or observation, it is the strategic insight, unique to your brand and audience, that was leveraged to help meet your objectives.

Performance marketing cases: Your answer should include the data and audience insights that led to your strategy & idea for e.g. it could include one or more of the following:

- Any non-data insights (e.g. behavior observation, market research) that complemented your data insights.
- Any data analysis that provided the breakthrough in shaping your strategy.
- New ways of identifying your audience and their search and purchase behavior.
- Any marketing channel insights that was the foundation of your marketing spend channel mix.

strategy: insights & strategic idea

QUESTION 2C

The judges are looking to you to describe the core idea or shift you made that drove your effort and led to the breakthrough results. What was at the very heart of the success of this case? Please show how your thinking related back to your insight and audience.

Performance Marketing Cases:

In addition to the above, your answer should bring to life your initial strategy and idea on how to target and convert your audience.

note: In Section 3 (Bringing the Strategy & Idea to Life), you can describe how you optimised or changed your strategy based on real-time performance.

Sustained Success Cases:

It's important to include change over time.

bringing the strategy & idea to life

Judges are looking for a summary of the key elements of your plan, including your creative work and channel strategy. It's important to help them understand how your plan related back to your strategy and audience, and how the core components worked together to drive results.

This section will be scored based on your answers, the information in the Investment Overview, and the assets you showcase in the creative reel and images. Together they account for 23.3% of the total score.

QUESTION 3A

Articulate how you activated your strategy. This may include one or more of the following: communications, brand experience, packaging, a product extension, a retail space (in store or stand-alone), a promotion, sponsorship or partnership, CRM programme, search engine marketing, display advertising, affiliate marketing etc.

QUESTION 3B

Outline the key creative building blocks of the executions for your main marketing vehicles e.g. endline, call-to-actions, format choices, SEM copy, display ads, email copy and visuals, short or long videos etc.

QUESTION 3C

Your channel plan, with clear rationale behind the choice you've made. Judges are looking to understand why you chose specific channels and how they relate to your strategy and audience. Explain how the integral elements worked together to drive results.

results

Tie together the story of how your work drove the results. This section accounts for **30%** of the overall score. Judges are looking for direct correlations between the objectives and the results of a case.

QUESTION 4A

- Results must relate to your objectives, and KPIs as outlined in Section 1.
- Explain how the results impacted brand and the brand's business. Why were these metrics/results important to the brand?
- Prove the results are significant using category, competitive and brand context. You should do this by providing context with historical data, industry benchmarks, competitors, etc so that judges can contextualise results.
- When providing engagement/social metrics in particular, detail what these meant for the brand and business/organization.
- If you achieved additional results, explain what they were and why they are significant.
- When key metrics are withheld without explanation, judges may assume it is because the results were weak.

QUESTION 4B

- It is important to make a compelling argument around why marketing led to the results achieved, eliminating or attributing other factors that could have contributed to your success.

creative reel

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

THE PURPOSE OF THE CREATIVE REEL IS TO PROVIDE JUDGES WITH EXAMPLES OF THE CREATIVE WORK THAT YOUR AUDIENCE EXPERIENCED.

ONLY 1 CREATIVE REEL PER ENTRY

CONTENT

- At a minimum, 70% of the reel must be examples of creative work the audience experienced.
- **Label** each creative example by type of media (TV spot, Radio spot, etc.).
- **No result** (of any kind) may be included.
- 3-minute maximum. For Sustained Success 4-minute maximum.

"The creative reel should showcase all of the work that I've just read about and want to see. I'd rather clearly see the different executions over hearing setup."

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

DO NOT make your showreel an audio-visual presentation of your written case. Judges are required to read the written case before viewing the creative 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. Creative and communication elements submitted must directly relate to your Strategic Objectives and Results outlined in the written form and must have run in the marketplace.

You do not need to feature all items selected in the communications touchpoints checklist, 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, creative elements that are shown in the reel, but not outlined in the written case are cause for down scoring.

The creative reel should complement your response to Question 3.

creative reel

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

Time duration of the creative reel:

- All categories: maximum 3mins.
- Sustained success: maximum 4mins.

Technical specs: one **high quality**/resolution. The size should not exceed more than 100MB.

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 creative 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 communications touchpoints mentioned in the written case (question 3) *** - includes any type of work (print, radio, web, OOH, TV, etc.)
- If time allows additional examples of specific creative materials
- **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.

creative images

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

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

SUSTAINED SUCCESS SUBMISSIONS

- 4-minutes maximum
- Feature work that ran in the initial year (initial year is either A) year case started or B) more than 3 competition years ago, at least 1 interim year, and the most current year of the case.
- Clearly, mark the year the work ran in the marketplace before (or as) the work is shown on the reel.

note : Creative material becomes the property of Effie Pakistan and will not be returned. If you are a winner, the video will be featured in the winner showcase on the website forever and be used for other purposes including, but not limited to, the gala, a winner reel, a conference, etc. so do not include any confidential information.

IMAGES OF THE CREATIVE WORK (Optional, 6 maximum)

After the judges read your case and watch the creative reel, they look at image examples of your creative work. Images submitted should complement your reel and help the judges better evaluate creative elements that ran in front of your audience.

This is an opportunity to showcase your creative work:

- Highlight elements that are better seen as still images e.g. website, print ad, direct mail piece, etc.
- Draw further attention to key creative elements you wish to highlight or let the judges have another look at after watching the creative reel.

top tips

TIPS FROM THE JUDGES

- 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 jargons** were 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 they 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](#).

authorization & verification

The **Authorization and Verification** form must be signed off by senior leadership of an agency or client company e.g. President, CEO, COO, CMO, Director Marketing, Directors, etc.

- The authorization & verification form confirms:
- Accuracy of entry information and authorization of submission.
- Company and individual credits have been thoroughly reviewed by senior leadership to guarantee all integral strategic partners are credited properly for the Effie Index and awards recognition.
- Work submitted is original or the client and agency have the rights to submit it.

If you are submitting an effort into multiple categories, separate Authorization & Verification Forms must be signed for each submission.

If you make any changes to the company or individual credits, you will need to re-print the Authorization & Verification Form to be signed.

[Click here](#) to download the Authorization & Verification Form - fill, sign and upload on the Online Entry Portal.

publicity material

CASE IMAGE

- This should be an image of the creative work that best represents the essence of your case. This will be used for publicity and promotional purposes.
- Please do not upload a print ad of your campaign as a case image.
- **Technical Requirements:** .jpg or .jpeg, high-res for printing, CMYK format, 100% of size.

TEAM PHOTO

- All entrants should upload one (1) team photo/collage of the lead agency with the client team. The photos will be used to recognize your team if you are a winner at the awards show and in other award promotional platforms. Please submit the photo as follows:
- A single team photo/collage that includes both the client and all the partner agencies with names/designations.
- Team photos should be uploaded as high-resolution jpg/jpeg files.
- **Technical Requirements:** 300dpi, .jpg or .jpeg, 1,000 pixels minimum wide or tall, 15MB max.

COMPANY LOGO

- 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.

CREATIVE EXAMPLES FROM JUDGING

- The creative work provided for judging i.e. creative reel and images will also be used for publicity and promotion purposes.

credits

Effie Pakistan recognizes the effective teamwork needed to create an effective work and therefore all partners and individuals integral to the case deserve recognition at the time of win.

At no time will Effie permit individual or company credits to be removed or replaced. [Click here](#) to download the credit template form.

COMPANY CREDITS

- Credit all contributing creative/strategic partner. Think carefully about your partners – clients, agencies of all types including full service, media, digital, production houses, PR, events, media owners, etc.
- Space has been provided in the Entry Portal to credit:
 - Client companies: 2 client companies, 1 is required.
 - Lead agency/s: 2 lead agencies, 1 is required.
- If there are two (2) Lead Agencies, they will be regarded as a co-lead agency and given equal recognition. In order to be considered a second lead agency, you must certify that the work done by each agency was of equal weighting and each agency deserves equal recognition. Second Lead Agencies must be designated at the time of entry – you may not add or remove second lead agencies after the entry period.
- **Contributing companies:** Up to 4 contributing companies, if any, therefore optional.
- Please ensure the spelling and format of names of other companies and individuals and their designations are correct so they receive proper credit if your efforts are a finalist or a winner.
- Thoroughly review company credits at the time of entry, as credits cannot be removed after the time of entry. Senior leadership must sign off on the credits using the Authorization & Verification Form.

note: If you are an advertiser submitting in-house work, please list your company as both the Lead Agency & Client. You may also credit any contributing companies who assisted with the effort.

credits

INDIVIDUAL CREDITS

- You may credit up to ten individuals (max.) from any of the credited companies. All individuals must be team members (current or former) of the credited companies.
- You may not credit additional companies in this section. All individuals listed will be credited in the online Case Study Database.

CREDIT AMENDMENT POLICY

- The Client, Lead Agency and Additional Lead Agency (if applicable) are considered final at the time of entry and cannot be removed or added after the entry is finalized.
- Additional contributing company credits/individual credits can be added after the entry is finalized only if the entry did not already credit the maximum number of contributing companies and individuals permitted.
- **Credit additions and amendments after the time of entry require Rs. 50,000 + tax per change and are not guaranteed. Edits/Additions are permitted after 10TH January 2024.**
- All credit requests will be reviewed and accepted at the discretion of Effie Worldwide and are not guaranteed.

the effectiveness index

THE EFFIE INDEX

The Effie Effectiveness Index (www.effieindex.com), the global ranking of marketing effectiveness, uses the credits submitted at the time of entry to tabulate the yearly rankings. Rankings include Marketers, Brand, Agency, Independent Agency, Network, and Holding Company. Below is some guidance on how the credits lead into the rankings.

- If your case becomes a 2024 Effie finalist or winner, the credits submitted will be used to tally 2024 (2024+1) Effie Effectiveness Index results. Because different point values are given to lead and contributing companies, it is critical that all brands and companies are properly credited at the time of entry.
- We request that all entrants communicate with their own office and the offices of their credited partner companies to ensure all client and agency company names are credited correctly. This information should be communicated to contributing companies as well. Review www.effieindex.com to see how your company office has been listed in recent years.

Differences as small as punctuation and capitalization could impact how your brand/company is ranked in the Index. Please ensure that all credits are submitted correctly at the time of entry. (For example, if your agency name includes the city of Karachi, be consistent with the listing across all entries. Select one method and stick to it: 'Agency Karachi' vs. 'Agency – KHI' vs. 'Agency – Karachi'.)

AGENCY OFFICIAL RANKINGS

- Agency rankings are compiled using the Agency name, city, and state as listed in the Credit Form.
- Whether or not the city/state is included in the "Agency Name" field, the Index rankings will be based on the location of the office using the city/state fields. Effie encourages consistency year to year.
- The agency name submitted will also be how the effort is publicly recognized if the entry becomes a finalist or winner. If your agency office prefers to be known as "Agency Name City Name," then agency names should be listed accordingly.
- Be sure to guide all teams entering the competition within your office to list the company name in a consistent manner – this includes consistent capitalization, spacing, punctuation, abbreviations, etc. This will ensure all finalist/winning cases from your office location can easily be tabulated together.

AGENCY NETWORK & HOLDING COMPANY RANKINGS

The way the agency name is entered in that field does not affect the Agency Network or Holding company rankings, though it will be reviewed for accuracy.

reasons for disqualification

DATA NOT REFERENCED

- All data, claims, facts, etc. presented anywhere in the entry form must reference a specific, verifiable source. Sourcing data is not limited to the results section. The Effie Awards reserves the right to check all sources provided for accuracy.
- Sources must be as specific as possible in documenting all evidence; provide a source of data, type of research, and the time period covered. Because of Effie's specific eligibility time period, it is crucial to include the dates for all results presented in your case.
- Suggested Sourcing Layout: Source of Research, Research Type, Dates Covered.
- You are not required to follow a specific format; however, Effie recommends using footnotes. Acceptable sources can be: advertiser data, agency research, or third-party research companies + including additional details. Use the specific name of the company to reference a source except when the source is an agency (ad, media, or other). Because Effie is an agency-blind competition we require agency research to be referenced via the term "Internal Research." This applies to all agencies, not limited to the entering agency. You may list "PR Agency Research," "Media Agency Research," "Agency Research," etc. However, you must still be as specific as possible about this source.

AGENCY NAMES/LOGOS

Published in the entry form or in the creative materials. Effie is an agency-blind competition; no agency names should be included in the materials that judges will review (entry form, media addendum, creative reel, creative images).

INCLUDING RESULTS ON THE CREATIVE REEL

Refer to the Creative Reel instructions in this document for full details. The reel is simply meant to showcase the work as it ran in the marketplace.

reasons for disqualification

FAILING TO ADHERE TO THE EFFIE ELIGIBILITY RULES

Data presented must be isolated to Pakistan. The Effie eligibility period is 1st July 2022 – 30th September 2023. The results the judges are evaluating must be within this period, but data prior to the eligibility period may be included for context. No results after 1st July 2022 – 30th September 2023 may be included.

FAILING TO FOLLOW THE FORMATTING REQUIREMENTS:

Color may only be used in charts and graphs in the entry form. All written answers must be in black font. No screen grabs or other images of your creative elements in your entry form. These should go on your creative reel or the creative images for judging. Do not include any other graphics or pictorial elements in your written entry form (unless they are part of a chart/graph).

Do not include competitor logos or work. Competitor logos and creative work may not be included anywhere in your entry form or creative reel. Answer all questions. If a question is not applicable, you must state this directly under the question. You may not leave any question blank.

Adhere to any/all page and/or word limit rules. You may not include an appendix. If your case requires the addition of a Translation, these materials can be added in the sections available, through your answers to the Executive Summary & sections 1-4 must fall within the limits.

case study publication

Effie Worldwide and Pakistan Advertisers Society are a non-profit organization that stands for effectiveness in marketing communications and encourage innovation and thoughtful dialogue. In order to help fulfil this mission and provide learning to the industry, the award program relies on entrants' willingness to share their finalist and winning case studies with the industry.

The Effie Awards competition offers finalists and winners the opportunity to have written case study published in Effie Case Database. By providing permission to publish your written case, you are:

Bettering the industry

By allowing other marketers to learn from your success, you are inspiring the industry to raise the bar and make their marketing better.

Bettering the future leaders of our industry

Colleges and universities use Effie case studies in their courses, and Collegiate Effie participants learn how to write their own effective submissions by learning from yours.

Showcasing your team's success in achieving one of the top marketing honors of the year

Publishing a case study is also another form of acknowledgment of the great work that has been produced by individuals and companies. Effie wins help attract new talent, prove the importance of marketing in business, and strengthen agency-client relationships.

case study publication

We respect that entries may have information deemed confidential. Within the online Entry Portal, entrants are asked whether or not publishing permission is granted for the written entry. Entrants may select from the following options:

“YES” – You agree that the written entry form may be published as it was submitted and reproduced or displayed for educational purposes.

“YES - EDITED VERSION OF THE WRITTEN CASE” – You agree to submit an edited version of your case study for publication which will be reproduced or displayed for educational purposes. You may redact any confidential information.

“UNDER REVIEW” – If your case becomes a finalist, Effie will reach out to your team to further discuss the publication options for your case.

The written case is the only portion of the entry that should contain confidential information.

For that reason, the written case is the only portion of the entry that is included in the publication permission policy.

As creative material (reel and images) and publicity material becomes the property of Effie Pakistan and its partner programs and can be published as deemed appropriate, therefore materials for publicity, creative reel, and images should not carry any confidential information.

publication & confidentiality

The written case is the only portion of the entry that should contain confidential information.

For that reason, the written case is the only portion of the entry that is included in the publication permission policy.

Creative material (reel and images) and publicity material becomes the property of Effie's and its partner programs and can be published as deemed appropriate, therefore it should not carry any confidential information.

JUDGING

Judges are required to sign confidentiality agreements and cannot remove, copy or take any material from the judging sessions. They are individually matched with entries and categories that do not pose any conflict of interest.

INDEXING DATA

While judging is secure and entrants may select publication permission for their written case, Effie understands some entrants may still have concerns regarding sensitive information. Entrants may choose to provide numbers as percentages or indexes rather than actual numbers.

publication & confidentiality

CREATIVE WORK & MATERIALS FOR PUBLICITY

The creative material and case summary you submit into the competition becomes the property of Effie Worldwide, Effie Awards Pakistan, and Pakistan Advertisers Society and will not be returned. By entering your work into the competition, the Effie Awards/Effie Worldwide is automatically granted the right to make copies, reproduce and display the creative materials, case summaries, and statements of effectiveness within the context of your Effie entry for education and publicity purposes.

Creative material: 3-minute creative reel, all .jpg images, and hard copy examples of the work. In regards to confidentiality concerns in the Creative Reel, see the section on Creative Reel. Per entry rules, results (of any kind) may not be included in the creative reel. Confidential information should not be featured in the creative reel. In extraordinary circumstances, Effie will review requests to submit an edited video for publication.

Publicity Materials: Entrants are asked to provide images (company logos, team photos, images of the work) and written summaries for publicity purposes. These materials should be provided with publication in mind. The case summary is your 90-word public summary and 80-character statement of the effectiveness of your case.

note: We realize that the entry form may have information deemed confidential by the client; Effie Pakistan ensures full confidentiality. However, if you have concerns regarding submitting your written case, the Effie Pakistan Secretariat would be happy to set up a time to speak with you about confidentiality during judging; how to involve key team members in the judging process; and how you can submit indexed data. If you would like to have a further discussion, please contact **Mariam Vohra**, mariam.vohra@pas.org.pk

judging & scoring

THE JURY

The Effie Pakistan jury panel comprises of some of the brightest and most experienced panel of experts, specialists and practitioners in the field of marketing, advertising, academia, creative, media and research that have a proven track record of excellence in their area of work.

Jury members sign confidentiality forms and review work within a secured judging location. Scoring is done individually and confidentially. Jurors are specifically matched with cases that do not prove a conflict of interest. For this reason, it is critical that entrants provide market and category context in their entries. Give judges a clear understanding of the category situation and explain what your KPIs mean in the context of your category. For example, what does a 1% increase mean in the beverages market? For the past performance of your brand? etc.

SCORING SYSTEM

The lens through which each case is evaluated is effectiveness. Judges are asked to evaluate specific criteria in scoring a marketing case's overall effectiveness and provide four separate scores analyzing specific attributes of the work. The breakdown is as follows:

• Challenge, Context & Objectives	23.3%
• Insights & Strategic Idea	23.3%
• Bringing the strategy & Idea to Life	23.3%
• Results	30.0%

note: The above scoring system applies to all the categories.

- The judges' scores determine which entries will be finalists and which finalists are awarded a gold, silver or bronze Effie trophy.
- Finalists and each winning level have a minimum qualifying score.
- A category may produce one or multiple winners of any level or perhaps no winners at all – no matter the number of finalists.
- Not all finalists become winners. Similarly, if there is only one entry in a category or as a finalist, it doesn't imply that it is a winner.

judging & scoring

THE PROCESS

By the time an Effie Pakistan entry has reached the winners' circle, it has survived two rounds of evaluation.

Round One: Every entry is reviewed by at least 7 judges who review written cases and creative reels on a stand-alone basis without comparison to other entries in the category. This is followed by a brief discussion after which jurors give individual scores confidentially.

Final Round: The judges' scores determine which entries will be finalists and which finalists are awarded a gold, silver, or bronze Effie trophy. This round evaluates all the shortlisted entries against each other within a category.

Like Round One, all elements of each case are reviewed and scored by multiple judges. Final Round judges discuss the finalists in the category before finalizing their scores.

THE GRAND EFFIE

The highest-scoring Gold Effie winners are eligible for the Grand Effie Award. The Grand Effie represents the single best case entered in a given year.

There will likely be something 'breakthrough' about it – whether that be the way a market was reframed, an insight that opened new possibilities, a creative leap that achieved real standout, or the discovery of a new way to engage with an audience – all with the expressed purpose and proven capability of delivering outstanding effectiveness.

As the Grand Jury is so senior and they express their collective opinion, the winning case represents both the most effective case of the year and a message that will be sent to the industry about lessons for the way forward.

special recognition

EFFIE PAKISTAN'S LOCAL SPECIAL RECOGNITIONS

AGENCY NETWORK OF THE YEAR & EFFIE PAKISTAN'S 2024 MARKETER OF THE YEAR

Effie Pakistan will celebrate a special recognition of Effie Pakistan's 2023 Agency Network of the Year and Effie Pakistan's 2024 Marketer of the Year.

Effie Pakistan's 2024 Agency Network of the Year – Recognizing the most effective agency network within the 2023 Effie Pakistan competition.

Effie Pakistan's 2024 Marketer of the Year – Recognizing the most effective marketer within the 2023 Effie Pakistan competition.

Marketers and agency networks of Lead agencies receive:

<u>Award Level</u>	<u>Points</u>
Grand Winner	48 points
Gold Effie Winner	24 points
Silver Effie Winner	12 points
Bronze Effie Winner	6 points
Finalist	2 points

Contributing agencies receive:

<u>Award Level</u>	<u>Points</u>
Grand Winner	24 points
Gold Effie Winner	12 points
Silver Effie Winner	6 points
Bronze Effie Winner	3 points
Finalist	1 point

note: Local special recognitions are not formal Effie wins and do not receive additional credit in the Effie Index.

winner information

WINNING AN EFFIE

Receiving an Effie Award signifies your work was one of the most effective marketing efforts of last year, incorporating an insightful communications strategy, effective creative and the market results to prove it worked. Only a small percentage of cases are finalists each year and of these, a fraction is winners. This is a momentous achievement.

If you would like to remain updated on all the important notifications and announcements and future programs, become a part of the mailing list by registering at info@effiepakistan.org.

TROPHIES & CERTIFICATES

One complimentary trophy is provided to each winning team. The client and lead agency is the engraving default setting for all trophies, unless co-lead agencies or co-clients are designated, in which case both lead agencies/clients would appear on the trophy.

Winning teams are offered complimentary certificates for all individuals (**Primary only: 10 max**) credited on the case, as listed at the time of entry.

ADDITIONAL TROPHIES AND CERTIFICATES

If your case is a winner, you can purchase additional personalized trophies and certificates with your choice of credited company(ies) or individuals showcased.

ORDER TROPHIES AND CERTIFICATES AT info@effiepakistan.org.

contact us

entry information

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

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payment questions

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sponsorship opportunities

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