

# ENTRY KIT 2025



# about the entry kit

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 and 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](mailto:info@effiepakistan.org).

Wish you all the best in this year's competition!



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All marketing efforts that ran in **Pakistan** at any point between **1<sup>st</sup> July 2023 and 30<sup>th</sup> September 2024** are eligible to enter.

- Any and all marketing cases, whether full campaigns or specific activities within a campaign, are eligible to enter.
- The creative work and the written text of the entry must be the original work of the credited companies and authors.
- 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 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 & PERFORMANCE MARKETING** categories 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.



## RE-ENTERING PREVIOUSLY ENTERED WORK & REPEAT CAMPAIGNS

- ❑ 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 and winners whose work ran during this period of overlap with last year's competition may submit their work again in the 2025 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.
- ❑ **2024 Gold Effie Winners** can only re-enter a category in which they did not win Gold.
- ❑ **Past Silver and Bronze Effie winners** can re-enter any category.
- ❑ **Past Gold Sustained Success** winners can re-enter the Sustained Success categories after 3 years - Gold winners from the 2021 competition and earlier are eligible.
- ❑ **2024 David vs. Goliath** winning brands (Gold/Silver/Bronze) are not eligible to enter the David vs. Goliath this year.

## 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

10<sup>th</sup> October '24  
Entries Open



8<sup>th</sup> November '24  
First Deadline



22<sup>nd</sup> November '24  
Second Deadline



3<sup>rd</sup> December '24  
Third Deadline



10<sup>th</sup> December '24  
Fourth Deadline



January - March '25  
JURY



26<sup>th</sup> April 2025  
AWARDS GALA NIGHT



Deadlines	Dates	Single Entry Fee	Multiple Entries Fee
First entry deadline	8 <sup>th</sup> November '24	Rs. 125,000 + tax	Rs. 95,000 + tax
Second entry deadline	22 <sup>nd</sup> November '24	Rs. 135,000 + tax	Rs. 105,000 + tax
Third entry deadline	3 <sup>rd</sup> December '24	Rs. 145,000 + tax	Rs. 115,000 + tax
Fourth entry deadline	10 <sup>th</sup> December '24	Rs. 160,000 + tax	Rs. 135,000 + tax

**Note:** For multiple entry discounts to apply, the campaign title has to be identical. Also, 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/s.



# how to pay

## PAYMENT PROCEDURE

Generate the invoice through the 'online entry portal' and email the copy to the Awards Secretariat ([info@effiepakistan.com](mailto: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 well in advance by emailing us at [info@effiepakistan.com](mailto:info@effiepakistan.com) with the necessary details. Please 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. Samreen Bashir**

Asst. Marketing Manager

Pakistan Advertisers Society

Office 403, 4th Floor, Clifton Diamond

Behind Chase-Up, Block 4, Clifton.

Karachi - Pakistan.

Tel: +92 (21) 3583 6072 | Email: [info@effiepakistan.org](mailto:info@effiepakistan.org)

## REFUND POLICY

- ❑ Entries that are disqualified (please see '[reasons for disqualification](#)') due to any reason are not entitled to 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 receive a refund.



# how to submit an entry

## ENTRIES CAN ONLY BE SUBMITTED ONLINE.

The 2025 Online Entry Portal is available at <https://effie-pakistan.acclaimworks.com> and will open on October 10, 2024.

Before you submit, we recommend you use the relevant entry form templates to prepare your entry. You can access the templates [here](#). Once drafted, copy/paste the answers to each question into the corresponding question in the entry portal.

**Please give yourself enough time to complete all requirements within the entry portal before your intended entry deadline.**

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

- ❑ The entry form and 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
<p><b>Written Entry Form</b>, across the following tabs/sections: Entry Details   Executive Summary   Four Sections using Effie's Effectiveness Framework, Investment Overview.</p>	<p><b>Case Background:</b> Topline information on your brand, audience, competitors, research partners, media partners.</p>
<p><b>Creative Examples (Reel, Images):</b> Review requirements in the document.</p>	<p><b>Company &amp; Individual Credits:</b> Credit the key companies and individuals who were part of making this activity a success.</p>
<p><b>Translation:</b> All non-English commercial/creative execution should be with English subtitles for foreign jurors.</p>	<p><b>Permissions, Authorisation &amp; Verification of Entry:</b> Indicate your publication permissions, sign the authorisation form, agree to competition rules and regulations.</p>





# the online portal

## ENTRIES CAN ONLY BE SUBMITTED ONLINE.

The 2025 Online Entry Portal is available at <https://effie-pakistan.acclaimworks.com> and will open on October 10, 2024.

**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 could 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)
  - Team Photo (.jpeg / .jpg)

### 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.** 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 at [info@effiepakistan.org](mailto:info@effiepakistan.org).



# award categories

## INDUSTRY (PRODUCTS & SERVICES) CATEGORIES

There are **33 industry** (products and services) **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 industry (products/services) category per effort, plus multiple special categories. Also, it is not mandatory to enter an industry (products/services) category; you may enter into multiple special categories directly.

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

## SPECIALTY CATEGORIES

Specialty Categories are designed to address a specific business situation or challenge. **There are 27 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 an industry (products/services) 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.

**UNSURE WHICH CATEGORY TO ENTER?** Email us at [info@effiepakistan.org](mailto:info@effiepakistan.org).



# award categories

## 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.

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

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

**AT ANY POINT IN TIME, IF YOU ARE UNSURE WHICH CATEGORY TO ENTER?** Email [info@effiepakistan.org](mailto:info@effiepakistan.org) or call us



# category listing

## 31 Industry Categories

Agriculture and Related Industry	Health, Wellness & Fitness
Automotive	Home Furnishings & Appliances
Beauty & Fragrance	Household Supplies and Services
Beverages - Cold	Insurance
Beverages - Hot	Internet & Telecom
Construction, Real Estate & Allied	Media and Entertainment Co.
Culinary	New Products and Services
Culture and The Arts	Non - Profit
Delivery	Personal Care
Education & Training	Professional Services
Electronics	Restaurants
Fashion & Accessories	Retail
Finance	Snacks & Desserts
Food	Software
Gaming & E-sports	Travel, Tourism & Transportation
Government & Public services	

For category definitions go to Appendix.

### Important:

You can enter a **maximum of 4 categories**. It is **not mandatory** to enter an Industry Category - you may enter four specialty category directly.

### UNSURE WHICH CATEGORY TO ENTER?

Email us at [info@effiepakistan.org](mailto:info@effiepakistan.org).

## 25 Specialty Awards

- Branded Content
- Brand Experiential Marketing: Live | Digital | Hybrid
- Brand Integration & Entertainment Partnerships
- Business to Business
- Corporate Reputation
- David & Goliath
- Digital Commerce (formerly E-Commerce)
- Environmental
- Experiential Commercial Marketing
- Influencer
- Marketing Disruptors
- Marketing Innovation Solutions
- Media Innovation
- Omni Channel Shopper Solution
- Passion for Pakistan
- Performance Marketing
- Positive Change: Social Good - Brands
- Positive Change: Social Good - Non-Profit
- Renaissance
- Seasonal Marketing
- Small Budgets
- Social Media
- Sustained Success
- Topical Marketing
- Youth Marketing (Teens & Adults)

## 4 New Categories

### Industry Categories

- Entertainment & Sports
- Leisure & Recreation

### Specialty Awards

- Artificial Intelligence (AI)
- Media Content Partnership



# competition rules

- By entering your work in the competition, the Effie Worldwide, Effie Pakistan and Pakistan Advertisers Society is automatically granted the right to make copies, reproduce and display the creative materials (creative reel and images) and case summaries for education and publicity purposes such as but not limited to the Effie Awards Journal, Website, Partner Websites, Newsletters, Programming/Conferences and Awards Gala.
- Effie Pakistan Secretariat reserves the right to re-categorize entries and split/redefine categories and/or refuse entry at any time as it feels appropriate.
- Submissions will not be considered complete until all required forms and creative materials have been uploaded and submitted online with full payment. Only completed, paid submissions will be processed.
- By signing the authorization and verification form, you represent and warrant that the Works submitted are original work by you and accurate and will not infringe upon the personal or proprietary rights of or give rise to any claim by any third party, including but not limited to claims based on copyright, trademark, patent, defamation, physical injury, or invasion of privacy or publicity. In addition, if any complaint or claim relating to any of the Works is made by any third party at any time, whether a formal legal complaint or otherwise, you will be liable to respond to and defend against such complaint or claim and you will hold Effie Worldwide, Effie Pakistan and Pakistan Advertisers Society harmless from and against any such complaint or claim.

**All decisions made by the Effie Pakistan and/or PAS  
in all matters relating to the competition shall be final and binding.**



# competition rules

- By signing the authorization and verification form, you certify that the **information submitted for this case is a true and accurate** portrayal of the case's objectives and results and that the case ran between the eligibility period in the markets specified in this entry, which meets the criteria of this category. Entry constitutes permission to be included in a data set for Effie Awards research purposes that do not breach confidentiality.
- Effie Pakistan **does not accept test efforts** into the awards competition. Work submitted must be original or you must have received rights to submit it.
- **Effie Pakistan position on similar executions:** If Effie Pakistan identifies itself or prompted by a juror or any third party that a communication, mainly creative execution, to be similar, to any other campaign, local or international, that may belong to any industry, at any point in time before the awards gala, Effie Pakistan after its due diligence may well be within its right to request the brand or the agency to withdraw the submission from the competition.
- The credits you submit are considered final and will not be changed for any reason, including if the agency and/or client experience a name change and/or merger after the time of entry. The credits you submit may be published and/or appear on recognition certificates. Upon entering the competition, all email addresses provided will be added to the Effie Worldwide, Effie Pakistan and Pakistan Advertisers Society mailing list and may receive emails regarding competition news, judging events, content, etc. Individuals may opt-out of the mailing list via the unsubscribe link within any newsletter email.
- By submitting your entry in the competition, the participant and its company agree to all the terms and conditions and rules as set in the Entry Kit.

**All decisions made by the Effie Pakistan and/or PAS  
in all matters relating to the competition shall be final and binding.**



## **ENTRY FORM TEMPLATES**

They mirror our online entry form, providing you with all the questions as they appear in the entry portal. These templates detail all the options so there are no surprises.

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

## **CATEGORY LISTING**

You can download a detailed category listing with definitions from [here](#). You will also find the details at the end of this Entry Kit.

## **ADVICE FROM THE JURY**

Review the most common feedback judges give the entrants. The guide breaks down each of the four scoring sections to show what the judges are looking for. It also provides general tips on writing a clear and effective entry. Find this resource [here](#).

## **CASE STUDY SAMPLES**

See sample case studies of effective work from past winners [here](#).

Additional case studies can be reviewed through the subscription-based Case Study Database. For any questions on the database and subscription, please contact [subscription@effie.org](mailto:subscription@effie.org).



# entry form overview

## The written Entry Form has three sections:

1. Entry details and Executive Summary to set the stage of your entry.
2. Full written case. This is where you tell your marketing story from beginning to end across the four pillars of the Effie framework, listed below. It is important to have a coherent storytelling through the entire entry.
  - ❑ Section 1: Challenge, Context & Objectives (23.3% of score)
  - ❑ Section 2: Insights & Strategy (23.3% of score)
  - ❑ Section 3: Bringing the Strategy & Idea to Life (23.3 % of score)
  - ❑ Section 4: Results (30% of score)
3. Investment overview (an outline of what you spent and where, i.e. topline budgets for development/production and activation/media)

The next few pages give an overview of each of the four pillars of the Effie framework to explain what's required for each section.





# writing the case

## SCORING SECTION I

### Challenge | Context | 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.

Judges evaluate whether they have the necessary context about your industry category, competitors, and brand to understand your entry and the degree of challenge represented by your objectives. They will assess the case for both suitability and ambition within the framework of the challenge. Weight will be given to the degree of difficulty and whether the entrant has provided the context to evaluate the case's effectiveness in this section.

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

## QUESTION 1A

**Provide context**, data, and results to your brand and business situation, prior to the eligibility period. This enables judges to better understand the significance of your objectives and results.

Give **background information** about your category, marketplace, company, competitive environment, and the degree of difficulty of this challenge. Do not assume that all the judges would know your category. Lack of context is one of the most common judge complaints.

Include **competitor information** like 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.**



# writing the case

## SCORING SECTION I

### Challenge | Context | Objectives *(23.33% of the score)*

#### QUESTION 1B

Judges look for clear objectives, **do not retrofit** to match the results of the case. The jury can tell. 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.

#### **Performance Marketing Cases:**

You may provide both **Pre-Conversion objectives** and **Conversion metrics**. 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.



# writing the case

## SCORING SECTION II

### Strategy: Insights & Strategic Idea

This section asks you to explain your strategic process and 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 **attitudes, behaviors, demographics, culture, media consumption**, etc.

#### QUESTION 2B

Outline your **key insight(s) in one line** 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.



# writing the case

## SCORING SECTION II

### **Strategy: Insights & Strategic Idea** *(23.33% of the score)*

#### 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 optimized or changed your strategy based on real-time performance.

**Sustained Success Cases:** It's important to include change over time.



# writing the case

## SCORING SECTION III

### Brining the Idea & Strategy 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 effective your creative work was and 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.



# writing the case

## SCORING SECTION IV

### Results

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



# writing the case

## Sourcing the Data

All data, claims, facts, etc. included anywhere in the entry form must include a specific, verifiable source. Entries that do not source data will be at a disadvantage at the scoring stage.

On the entry portal, the entry form has a SOURCING box provided at the bottom of each scoring section for all references/footnotes. This allows entrants to provide sourcing without word limit restrictions. Here's what you need to do:

1. At the end of a sentence which includes a source, use the SUPERScript feature to number your sources.
2. In the Sourcing box, numerically list your citations. Suggested sourcing layout: Source of Data/Research, Research/Data Type, Dates Covered.

### Additional Guidelines:

- ❑ Source the data/claims by listing the specific name of the company (in case of agency source data should be referenced as "Agency Research," "PR Agency Research," "Media Agency Research," etc.) next to each piece of data or in clearly marked footnotes at the bottom of each relevant page.
- ❑ All data must be included in your response to Sections 1-4 and Investment Overview. Entrants may not add additional information or explanation in the sourcing section. The sourcing sections should only be used to provide citation. Acceptable sources can be advertisers' data, agency or third-party research companies, however, judges encourage third-party data when available.
- ❑ Be specific in documenting all evidence in terms of the time period, the research involved, etc. Graphs or charts may be used to present results.
- ❑ Effie Award Pakistan reserves the right to check all sources provided for accuracy.



# 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 focus of the reel should be the creative work.** You don't need to feature all of the 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, creative elements that are shown in the reel, but not outlined in the written case are cause for down scoring. Any set-up (re: context, challenge) should not impede the judges' ability to have this clear understanding.

**Only 1 Creative Reel Per Entry.** The purpose is to provide judges with examples of the creative work that your audience experienced. It should compliment your response to Question 3.

## Guidelines:

- 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 results. No results. No results** (of any kind) may be included.

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 read the written case before viewing the creative reel, so it is not necessary to repeat your written case.





# creative reel

## Time duration of the creative reel:

- ❑ All categories: maximum 3 mins.
- ❑ Sustained Success: maximum 4mins.

**Technical specs:** one **high quality**/resolution, **.mp4 format**. The size should not exceed more than 100MB.

### MUST INCLUDE

- 👉 **At least one complete example of each of the integral communications touchpoints mentioned in the written case.**
- 👉 If time allows additional examples of specific creative materials.
- 👉 Any video elements 60 seconds or shorter must be shown in full.
- 👉 Video clips over 60 seconds may be edited down for time; but entrants are encouraged to keep as close to the original as possible.
- 👉 If showing multiple examples of a touchpoint (e.g. 3x TV spots), after you show one example in full, it's fine to edit down the additional examples for time.
- 👉 **Translation for non-English work. As Effie Pakistan have foreign jurors, creative execution without subtitles will be at a disadvantage at the scoring stage.**

### DO NOT INCLUDE

- 👉 **Results** of any kind will lead to disqualification.
- 👉 **Agency names, logos or images**
- 👉 Competitor creative work or logos. (Exception: permitted if competitor logos/work were included in your campaign materials.)
- 👉 Editing that will misconstrue what your audience viewed (e.g. changing the audio during a TV spot)
- 👉 **Any confidential information, as creative reels will become public for finalists & winners.**

**Note:** Creative material becomes the property of Effie Pakistan/PAS and will not be returned and can be showcased in whatever manner deemed suitable, so do not include any confidential information.



# creative images

## **Images of the Creative Work: at least 2 images are required; a maximum of 6 images are allowed.**

When the judges have read your case and watched the reel, they'll review images of your work. The images uploaded should complement your reel and help the judges better evaluate the image-based 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'd like judges to have 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 element you wish to highlight

### **Technical Requirements:**

- ❑ .jpg format
- ❑ High-res. 15 MB max
- ❑ Do not include agency names or logos on any creative materials (including file names) you submit

**Creative images will be shown publicly if your case is a finalist or a winner.**



# publicity material

Entrants are required to provide the publicity materials below at the time of entry.

## **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. 15MB max.

## **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.

## **CLIENT & LEAD AGENCY 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.

## **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.

## **PUBLIC CASE SUMMARY**

In 90 words, provide a summary of your case with no confidential information included.

## **STATEMENT OF EFFECTIVENESS**

In 15 words or less, provide a statement that exemplifies the results of the case, ensuring no confidential information is included.



Effie recognizes the effective teamwork needed to create an effective case. You are required to credit all creative and strategic partners who contributed to the effort.

Think carefully about your partners - clients; agencies (full service, media, digital, promo, PR, event, etc.), media owners; retailers; etc.

**Effie's policy is that those recognized on the work at time of entry deserve recognition at time of win. At no time will Effie permit individual or company credits to be removed or replaced.**

Client & Lead Agency credits are considered final at time of entry and cannot be added after the entry is submitted. Credits must be reviewed by senior account leadership and approved via the Authorization & Verification Form, which can be downloaded in the entry portal after you have input all credits.

Additions to company and individual credits will only be permitted after time of entry if the entry did not already credit the maximum number. **Credit additions require a Rs. 50,000 fee per request and will not be permitted after January 10, 2025.** All credit requests will be reviewed and accepted at the discretion of Effie Pakistan and are not guaranteed.



## COMPANY CREDITS

**Lead Agency** (1 Required, 2 Maximum)

**Client** (1 Required, 2 Maximum)

**Contributing Companies** (0 Required, 4 Maximum)

**CO-LEAD AGENCIES:** You may credit a second Lead Agency and they will be given equal recognition by Effie. 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 time of entry, you may not add or remove second lead agencies after the entry period.

**IN-HOUSE WORK:** If you are an advertiser submitting in-house work, please list your company as both the Lead Agency and Client.

Please confirm the spelling and formatting of other company names to ensure they'll receive proper credit in the Effie Index® and in all forms of publicity if your case is a finalist or winner.

## INDIVIDUAL CREDITS

**Primary Individual Credits** (0 Required, 10 Maximum)

**Secondary Individual Credits** (0 Required, 30 Maximum)

Primary Individual Credits will be used in situations where space is limited; otherwise all individuals will be listed in the credits.

Individuals credited on your case must be current or former employees of any one of the credited companies.



# authorisation & 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, the previously uploaded authorization form will be knocked off and you will need to re-print or re-load the revised Authorization & Verification Form.

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



# the effie index

The Effie Effectiveness Index ([www.effieindex.com](http://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 2025 Effie finalist or winner, different point values are given to lead and contributing companies. It is therefore 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](http://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

**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). Do not include any agency names in your sources – this includes agency names other than your own. The source of data should be referenced as “Agency Research,” “PR Agency Research,” “Media Agency Research,” etc.

**Note:** It is fine for agency name to appear in an entry in situations where: the agency is the brand for the entered case, or the agency name appears in the creative work that ran publicly.

**ENTRY DOES NOT MEET CATEGORY DEFINITION:** Entries are judged based on their effectiveness within the entered category.

**FAILING TO ADHERE TO THE EFFIE ELIGIBILITY RULES:** Data presented must be isolated to Pakistan. The Effie eligibility period is 1st July 2023 – 30th September 2024. The results the judges are evaluating must be within this period. Data prior to the eligibility period may only be included for context only.

**VIOLATING CREATIVE EXAMPLE (CREATIVE REEL + IMAGES) RULES:** Entrants must follow all creative rules as outlined in the entry kit. This includes but is not limited to: competitor logos/creative work and results may not be included in the creative examples; time limits must be followed. See full rules, including guidelines on editing and content, in the Creative Requirements section of the entry kit.





# top 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](#).



# 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.

By providing permission to publish your written case, you are:

**1. 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.

**2. 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.

**3. 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.



# publication & confidentiality

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.**

## 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 so that actual numbers are withheld.



# 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:** The creative reel, all .jpg images, and hard copy examples of the work, become the property of Effie Pakistan/PAS and will not be returned and can be showcased in whatever manner deemed suitable, so **do not include any confidential information**.

**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 **Effie Pakistan** at **info@effiepakistan.org**.



# 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%

- ❑ 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.

**Note:** The above scoring system applies to all the categories.



## 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

Only a select number of 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.

**Important:** Sustained Success category cases are not eligible for the Grand Effie Award.



# local special recognition

Effie Pakistan celebrates local special recognition every year. The awards are:

**Effie Pakistan's 2025 Agency of the Year:** Recognizing the most effective agency network within the 2025 Effie Pakistan competition. This may include Agency Network and/or Independent Agency of the Year title.

**Effie Pakistan's 2025 Marketer of the Year:** Recognizing the most effective marketer within the 2025 Effie Pakistan competition. Effie Pakistan may also recognize 2025 Brand of the Year as a special award.

**The winning client (lead) and agencies (lead and contributing) receive the following points on the basis of which the special awards are conferred:**

Clients and Lead Agencies		Contributing Agencies	
Award Level	Points	Award Level	Points
Grand Prix	48 points	Grand Prix	24 points
Gold	24 points	Gold	12 points
Silver	12 points	Silver	6 points
Bronze	6 points	Bronze	3 points
Finalist	2 points	Finalist	1 points

**Note:** Local special recognitions are not formal Effie wins and do not receive additional credit in the Effie Index. The above point system is also used for Effie Pakistan and Effie Global Index.



# if you win

## **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](mailto: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](mailto:info@effiepakistan.org).





# contact us

## entry information

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

**Samreen Bashir**

Senior Marketing Executive

[info@effiepakistan.org](mailto:info@effiepakistan.org) / [samreen@pas.org.pk](mailto:samreen@pas.org.pk)

+92 21 3583 6072 - 3

## payment questions

[payment@effiepakistan.com](mailto:payment@effiepakistan.com)

## postal address

Pakistan Advertisers Society

Suite 403, 4th Floor

Clifton Diamond

Block 4, Clifton

Karachi - Pakistan.

+92 21 3583 6072

[info@effiepakistan.org](mailto:info@effiepakistan.org)

## judging

To apply to be an Effie Judge, please complete the [Judge Application Form](#)

## case study database & subscription

[subscriptions@effie.org](mailto:subscriptions@effie.org)

## sponsorship opportunities

**Afsheen Rizavi**

General Manager, PAS

[afsheen@pas.org.pk](mailto:afsheen@pas.org.pk)

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# APPENDIX

- ❑ Industry Category Definitions
- ❑ Specialty Category Definitions





### **Agriculture and Related Industry**

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

### **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 & Fragrance**

Products and services focused on beauty. Includes cosmetics, fragrances, hair products, nail products, beauty box subscription, 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 & Allied**

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

### **Culinary**

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

### **Culture and The Arts**

Museums, plays, immersive experiences, music organizations and festivals, concert series, cultural festivals, theatre festivals.

### **Delivery**

Couriers, package/freight shipping, food & drink delivery, grocery delivery, flower/gift delivery, overnight delivery, package tracking, international service, 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, external or integrated VR/AR devices, sound systems, etc. Electronic may be aimed at consumers or businesses.

### **Entertainment & Sports (new)**

Includes all forms of entertainment, including movies, TV shows, podcasts, books, music, comics, games, toys, entertainment apps, etc. Sporting events such as the Super Bowl, sports teams, etc. (Also see Gaming & E-Sports)

### **Fashion & Accessories**

Apparel, accessories, jewellery, styling services, clothing rentals, etc.

### **Finance**

Financial products and services including overall corporate/brand image, capabilities of a financial institution or specific products or services. Includes: credit/debit cards, reward/loyalty cards, financial planning, mobile payment services, investment, home banking, loans, mortgage, mutual funds, etc.

### **Foods**

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, and supplements, etc.



### **Gaming & E-sports**

All forms of e-sports and single and multi-player video games, including virtual reality, arcade, console, mobile, online and computer games.

### **Government & Public Services**

Municipal/state economic development, lotteries, utilities, civil, diplomatic, or armed forces, parks, libraries, public services, etc. Includes political messages and recruitment efforts.

### **Health, Wellness & Fitness**

- **Unregulated products/services** focused on consumer health and/or promoting a healthy lifestyle. Includes digital health products, fitness trackers, health/fitness apps, exercise equipment, nutraceuticals, vitamins, energy bars and drinks, etc.; fitness studios; weight loss and fitness programs, training camps and facilities, etc.
- **Healthcare Products:** Over-the-counter (OTC), prescription medicine, medical devices, etc.
- **Healthcare Services:** Hospitals, HMOs, health insurance companies, dental and medical care services, pharmacies or chronic-care facilities. Efforts may be targeted to healthcare professionals, patients and/or consumers.

### **Home Furnishings & Appliances**

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

### **Household Supplies and Services**

Cleaning products, waxes, detergents, floor-care products, fabric softeners, paper products, lawn care, etc.

### **Insurance**

Marketing promoting specific products/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.), except for health insurance service providers. (See Healthcare Services.)

### **Internet & Telecom**

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

### **Leisure & Recreation (new)**

Products and services aimed at hobbies, leisure, and recreation, including, but not limited to: dating services/apps, wedding planning platforms, personal development/improvement programs/apps, genetics/ancestry testing services, sporting and camping goods/services, etc.

### **Internet & Telecom**

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

### **Media and Entertainment Co.**

TV networks, streaming services, websites (entertainment, lifestyle, news, trade, etc.), magazines, newspapers, consumer or trade media, radio stations, broadcasters, etc.

### **New Products and Services**

Efforts used to introduce a new products or service that is not a line extension. Brand new products or new products in a new category are required to enter this category instead of their industry category. Address the category situation and how your products/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?



### **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.

### **Personal Care**

Soap, oral care, face & body lotions and cleansers, basic eye and ear-care products (e.g. cotton swabs, eye drops, etc.), deodorants, feminine hygiene products, razors, shaving cream, etc.

### **Professional services**

Includes services such as accounting, consulting, legal, staffing, recruiting, real estate, domestic services, etc.

### **Restaurants**

Quick service, casual dining, mid-scale, fine dining, tablecloth, and any other restaurants.

### **Retail**

All retail companies (online and/or brick and mortar) with general or specific merchandise such as department stores; clothing, shoes or jewelry stores; grocery stores; home and garden stores; movie/bookstores; discount/bulk retailers; pet care; toy stores; specialty stores; convenience stores; etc.

### **Snacks & Desserts**

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

### **Software**

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

Choosing the right category is very critical.

A single effort may only be entered in one industry (products/services) category per effort.

Entering in industry category is not mandatory, you can enter the specialty category directly.

### **UNSURE WHICH CATEGORY TO ENTER?**

Email us at [info@effiepakistan.org](mailto:info@effiepakistan.org).

**NEW: Artificial Intelligence (AI)**

Will recognize the use of AI technology to enhance marketing effectiveness. Entrants are required to showcase their effective use of artificial intelligence to drive meaningful business outcomes. This category recognizes outstanding campaigns and initiatives where AI was leveraged as a pivotal tool to achieve specific business goals. This includes illustrating proven effectiveness in enhancing customer engagement, audience targeting, interactive experience, programmatic, content generation, optimizing operations, increasing sales, or any other measurable objective.

**NEW: Media Content Partnership**

This category recognizes brand-media partnerships that created and activated original content beyond traditional advertising. These partnerships should showcase innovative consumer connections through integrated communication channels centered on creative and strategic content. Each activation channel should demonstrate how the media company contributed to the campaign's effectiveness and impact. Submissions must detail the strategic rationale for the partnership, the selection process, and how the partnership led to results that achieved the brand's objectives.

**Brand Content & Entertainment**

This category recognizes efforts that successfully engaged audiences through original branded content that goes beyond traditional advertising. The focus should be on content created to be actively sought out and consumed by the audience for its entertainment or informative value. Entries must detail the content itself, its alignment with brand and business objectives, the distribution and audience engagement strategy, and the measurable impact on the brand and business. Branded content may be produced and distributed by publishers or independently and can include long-form entertainment. **Note:** Judges will expect to understand why branded content was chosen as a tactic.

**Brand Experiential Marketing: Live | Digital | Hybrid**

This category is to showcase brand experiences 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. It may include a re-invented product demo, re-imagined pop-up, or a "brick and mortar" retail overhaul; it may have created a new game, an alternate or virtual reality experience, or an interactive/immersive film experience that effectively showcases a new product or brand personality. Award winners will show how the brand is reaching out to their audiences to establish meaningful relationships, memorable, engaging experiences, and unique connections. Entrants must address how the experiential marketing related back to the overall brand strategy. Judges will expect to understand the 'participation' in the experience as a core factor.

**Brand Integration & Entertainment Partnerships**

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

**Business to Business**

For marketing efforts from businesses targeting other businesses. Includes B2B efforts for any type of products or services, from any marketplace segment.

**Corporate Reputation**

Marketing efforts that promote corporations, not exclusively their products. Includes sponsorships, image, and identity. In addition to presenting metrics related to the reputation, entrants are encouraged to also address how these metrics relate to the business of the brand and why they are important.

**David & Goliath**

This is an award for smaller brands, or new/emerging brands that are less than five years old making inroads against big, established leaders, taking on “sleeping giants,” beyond their current category and set of competitors to tackle a dominant leader. Entrants must detail the business challenge, the competitive landscape, and how the business succeeded despite the odds. Define your competitive landscape, including the market difference between the David and Goliath to demonstrate why the brand was a Traditional David.

**Digital Commerce** (Formerly called E-Commerce)

This category is for campaigns that effectively used insights, strategy, creative, and analytics to drive digital shopper conversion. Show how, by utilizing data and a deep understanding of the shopper, the brand and/or retailer succeeded in a digital setting. A successful effort will combine strong shopper knowledge with digital marketing practices to increase conversion online. The effort must be based on a shopper insight(s) and be shopper-driven. Explain the strategy of how the effort went to market. Submissions in this category will be solely evaluated on digital commerce effectiveness.

**Environmental**

For 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. Show 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 criteria 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.

**Experiential Commercial Marketing**

This award features work that truly brought a brand, product, or retailer to life – either literally or virtually – and interacted with shoppers to influence conversion. You may have re-invented the product demo, re-imagined the pop-up store, led a “brick and mortar” retail overhaul, or created a new game/interactive film experience that effectively showcases a new product/brand personality. As long it truly came alive and worked. The winners of this award will show how brands and/or retailers are reaching out to audiences to establish meaningful relationships, engaging experiences, and unique connections. Entrants in this category must address how the experience related back to the overall brand strategy.





### **Influencer**

This category recognizes brands that successfully partnered with influencers to achieve short or long-term marketing goals. Influencers can range from micro to macro and include social media personalities, brand ambassadors, and bloggers. Clearly define the strategy, target audience, and why the influencer was chosen. Highlight how the influencer engaged the audience, influenced consumer behavior, and contributed to the brand's success by driving measurable business results.

### **Marketing Disruptors**

For efforts that grew the business/brand by changing the marketing model in ways that drive the industry forward. A marketing disruptor of any size can enter. Detail the marketing challenge, the competitive landscape, and how the brand succeeded by changing the existing marketing model for the brand/category. Judges will deduct from the case without clear articulation regarding how the marketing was disruptive for the brand/category.

### **Marketing Innovation Solutions**

Innovative single marketing and business activities or entire marketing programs. Submit any action or business idea regarding innovation for the product, service, or business that has had an exceptionally positive impact on the market position. Examples of eligible activities in this category include: product/service innovation; change in packaging, both in terms of its appearance and size; design, technology or UX innovation for the business, product or service; consumer involvement in product development; operation change, etc. **DO NOT** submit cases where communication was a significant element of the marketing mix, those efforts should be submitted in another category of the competition.

### **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.



### **Omni Channel Shopper Solution**

Winners in this category will represent the best examples of manufacturers and retailers committed to providing effective omni-channel shopper programs. Enter brands that have ensured an effective, connected shopper journey and showcase how manufacturers and retailers are connecting the dots in their engagement strategies to ensure simple, seamless, effective experiences across the shoppers' path to purchase. In-store, online, retail media, customer service, loyalty programs, mobile apps, delivery services, social media, aisle disruption - it could entail anything - as long as the case illustrates how it was all connected to provide a fully integrated "shopper journey" from beginning to end.

### **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.

### **Performance Marketing**

This category celebrates the most impactful performance marketing strategies, where a combination of tactics generated significant, incremental results and conversions. Describe how you leveraged the synergy between your organic and paid ecosystems to create a halo effect, using data-driven insights, agile testing, and continuous optimization. Your submission should be performance-led, demonstrating how approaches such as (but not limited to) affiliate marketing, paid search, SEO, email campaigns, personalization at scale, influencer or sponsored content directly drove measurable outcomes like increased revenue or leads.

**Note:** There is a different entry form for performance marketing. There are special guidelines outlined in the Performance Marketing entry form.

### **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.

**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.

**Useful Tips for Positive Change Categories (Brand and Non-Profit):** 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?

**Renaissance**

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

**Seasonal Marketing**

Seasons, holidays, and annual 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.

**DO NOT** enter campaigns based on four (4) seasons i.e. winter, summer, spring, and autumn, they are not eligible to enter this category.



### Small Budgets

Cases eligible for this category must represent marketing efforts for the 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. The value of donated and non-traditional media, as well as activation costs, must be included.

**Budget eligibility is as follows: < PKR 7.5 million.**

**DO NOT** enter line extension. Effie defines line extensions 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 price; a product bearing the same name and offering a varied option (e.g. new flavour, diet version, etc.). Judges will deduct from your case if you do not sufficiently prove that your marketing effort is a Small Budget campaign.

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

### Social Media

This category celebrates campaigns designed around social media as the primary touchpoint, leveraging its influence to engage connected consumers. Focus on campaigns where social media was the core idea, not just an element. Provide a clear rationale for using social media, demonstrate its direct impact on audience behavior, and show how it drove measurable business results.

### Sustained Success

Efforts that experienced sustained success for at least three years are eligible for entry. Include at least three years of creative work and case results and include the current competition year’s results. Work must have a common objective in both strategy and creative executions; with a continuation of core executional elements (e.g., spokesperson, song, theme, tagline, etc.) that demonstrates effectiveness over time. As part of the entry, specifically address how the effort evolved over time (e.g., media choices, targeting, insights, new products/services, etc.). Answer all questions for the initial year and describe how/why change occurred over time.

**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.



### **Topical Marketing**

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

### **Youth Marketing (Teens & Adults)**

This category honours efforts that successfully communicate to teens and/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.

Choosing the right category is very critical.

Entering in an industry (products/services) category is not mandatory. You can also enter the specialty category directly.

When entering these categories, customize your entry to speak to the specifics of the special category.

### **UNSURE WHICH CATEGORY TO ENTER?**

Email us at [info@effiepakistan.org](mailto:info@effiepakistan.org).