



creative reel

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

The focus of the reel should be the creative work. The creative reel should showcase all the work of the campaign. It should complement your case.

You don't need to feature all of the items selected in the touchpoint's 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. 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 complement your response to Question 3.

IMPORTANT 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.).
- **Entrants now have the option to include results in the creative reel. While the main focus of the reel is to show the integral creative work as the audience would have experienced it, this update offers the opportunity for richer, more comprehensive storytelling, showcasing all forms of marketing effectiveness.**
- **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.
- You can provide explanation, including results, as long as it does not take time away from showing the work. Explanation and results are not required, and any results must also be in the written case. 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.**
- Any **set-up or explanation may not interfere with the judge's ability to review sufficient examples of your creative work** and other materials representing how the idea was brought to life. Examples submitted must directly relate to your Strategic Objectives and Results outlined in the written form and must have run in the marketplace.
- Points will be deducted if the importance of print ads, for example, is mentioned in the written case, but not demonstrated in the reel. Alternatively, elements that are shown in the reel, but not outlined in the written case are cause for down scoring. The reel should complement your response to Question 3.

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.
- Entrants now have the option to include results in the creative reel.

DO NOT INCLUDE

- 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.

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

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

SUSTAINED SUCCESS SUBMISSIONS

- 4-minute maximum.
- Feature work that ran in the initial year (prior to 30th July 2023), at least 1 interim year, and the most current competition year (1st July 2025 – 30th Sept. 2026) of the case.
- Clearly label the year the work ran in the marketplace before (or as) the work is shown on the reel.

TECHNICAL SPECS

- 250 MB maximum file size
- .mp4 format
- Resolution
 - 4:3 (640 x 480)
 - 16:9 (1280x 720)
 - Letterbox (640 x 480)