

# JUDGES ADVICE FORM 2027





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# introduction

## INTRODUCTION

This document was created to help entrants submit an effective entry. In this document, you will find tips from the judges on each of the four scoring sections and overall storytelling techniques. The insights presented comes directly from Effie Juries. These statements do not represent the opinions of The Effie® Awards organization, board of directors, steering committee, or staff – all comments and data presented – except for the specified Effie advice – are straight from the industry executives who dedicated their time to serve on an Effie Jury. We hope you find the information useful as you prepare your cases for the competition.

## 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.



# 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](#).



# Judge advice

## 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.**



# Judge advice

## 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.



# Judge advice

## 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.



# Judge advice

## 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.





# Judge advice

## SCORING SECTION III

### Bringing 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.



# Judge advice

## 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.



# contact us

## entry information

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

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## judging

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