**2016 ENTRY FORM**

**(Note: Word count 2,500)**

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| **Entry ID:** | **00000** |
| **Entry Title:** |  |
| **Client:** |  |
| **Product:** |  |
| **First Media Appearance Date:** |  |
| **Category:** | F – Consumer durables |
| **Category Description:** | Any product which is not purchased on a regular basis, and where there is a high involvement decision-making process. For instance: motor vehicles, white goods, brown goods, household furnishings, electronics and pharmaceuticals. This category is full of surprises attracting a wide range of entries from pills to push bikes to Porsches. It is definitely a category where we will be comparing apples and oranges. The judges are looking for proof of the difficulties of competing in this category and that your communications pushed the client way out in front of its competitors. You need to prove that you deserve an Effie ahead of that guy who threw in a set of free steak knives. |

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| **Title:** | Please type here |
| **Client:** | Please type here |
| **Product:** | Please type here |

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| **1. Case Summary (0%)**  Please write a brief summary of the case study and results not exceeding 90 words. |
| Please type here |

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| **2. What was the challenge and what were the objectives? (10%)**  What was the market context, what was the strategic challenge the client faced, what was the creative challenge the agency was set, and what were the objectives that were set for the campaign? |
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| **3. What was the strategic thinking that inspired your big idea? (15%)**  What was the insight or insights identified as key to unlocking the solution? How and why did the strategic thinking address the objectives set? |
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| **4. What was your big idea? (10%)**  State in one sentence. What was your core idea that drove your effort? Consider ‘idea’ in the broadest sense, ie., ranging from communication-based to the creation of a new service or resource. The idea should not be your execution or tagline. |
| Please type here |

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| **5. What was the creative execution and how did it bring the big idea to life? (15%)**  Describe the creative work that delivered the big idea. |
| Please type here |

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| **6. What was the communications strategy? (10%)**  Outline the media and communications thinking and strategy that brought the creative solution to life in the most powerful and relevant way for the target audience. |
| Please type here |
| List all consumer communications touch points used in this campaign. |
| Please type here |

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| **7. What was the spend? (0%)**  Outline the media and production spend on the campaign. Use actual spend rather than rate card. In the case of donated media please list the rate card value separately from the bought media spend. | |
| Media Spend: | Please type here |
| Outline the media spend in relation to competition and versus last year: | |
| Please type here | |
| Creative Production Spend: | Please type here |

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| **8. What other marketing efforts were used in conjunction with this campaign? (0%)**  List all other marketing or communications programmes not considered part of this campaign, that also affected the results e.g. coupons, sales promotion, planned PR, sampling, direct response, point-of-purchase, etc.  Indicate the extent to which any revised pricing, distribution or promotion programmes also affected the results.  Any marketing communications that contributed significantly to delivering an integrated campaign strategy and results should be described elsewhere in the entry form and any relevant contributing partners acknowledged in credits separate to the entry form. |
| Please type here |

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| **9. What were the results? (40%)**  Outline the results achieved by the campaign against the objectives set, provide conclusive proof that it was the campaign that drove the results and outline the return on investment.  In this section the judges will be looking to see a clear cause and effect between the communication activity and business performance. They will be awarding points on the following basis:  Overall achievement against objectives (15%)  Convincing proof that the results were a direct consequence of your campaign (15%)  Return on investment. This should be measured ideally in terms of additional profit earned or revenue generated. (10%) |
| Please type here |

**TOTAL WORD COUNT (count only words you insert in answer boxes 1 - 9):**