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New Zealand Effie Awards 2016

# Call *for* Entries

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 **Showcase *your* Science**

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## IMPORTANT DATES FOR 2016

<b>Call for entry open:</b>	<b>Thursday 16 June</b>
<b>Entry writing workshop:</b>	<b>Thursday 30 June 2016 @ 9am</b>
<b>Entries close:</b>	<b>Tuesday 16 August @ 4pm</b>
48hr late penalty deadline:	Thursday 18 August @ 4pm
Preliminary judging:	Tuesday 6 September (Auckland) Thursday 8 September (Wellington)
Finalists announced:	Monday 12 September
Campaign Material due (finalists only):	Tuesday 20 September
Category judging:	Thursday 29 September (Auckland)
Executive judging:	Wednesday 12 October (Auckland)
Effectiveness Function:	Tuesday 18 October (AUT) at 5pm
Effie Awards Show:	Thursday 20 October (The Langham)

**Eligibility Period: Marketing communications campaigns (& results) that ran in NZ between 1st January 2015 and 16th June 2016**

**Book yourself and your team into “The Winning Effie Formula” workshop with Lew Bentley, 2016 Convener of Judges. To book/register please email: [awards@caanz.co.nz](mailto:awards@caanz.co.nz)**

**Date:** Thursday 30th June 2016

**Venue:** AUT Business School, Level 10 WF Building, 42 Wakefield St, Auckland

**Time:** 9.00am – 11.00am

**Cost:** \$25 + GST per person (members)  
\$35 + GST per person (non-members)

- Understand what the judges are looking for from an entry.
- Look through historical entries and understand what makes an effective marketing campaign and therefore Effie paper.
- Learn what evidence you need to put together to write your effie paper
- How to weave a story that leads us from commercial objectives, insightful research, creative advertising to results and the return on investment

## Section 1

# INTRODUCTION



## Welcome to the 2016 New Zealand Effie Awards.

How does your creative deliver commercial value? That's the question you must answer to win an Effie. And not just answer, but do so convincingly, with proof. But in and of itself, an Effie is worthless. It's only intrinsic value is that it is a recognition of communications driving commercial success

As marketers we live in an increasingly data rational and measurement focused world and we're all (marketer and agency alike) under constant pressure to prove the value of the work we do and be ever more effective. And deliver even better business results. Ultimately, that's the only reason any of us are here. To this end, as champions of effectiveness, CAANZ is committed to raising and enriching the debate about best practice and sharing this with practitioners. With that in mind, this year we've launched the inaugural Effie report, designed to share learnings on what makes an effective campaign. This year's Effie winners will form part of next year's Effie report and each year, new entries and winners will add to the growing pool of learning.

That's why Effie remains the most important event on the NZ marketing calendar and the most highly sought after accolade in the industry. It proves the value of what we do.

This year we've also added a new category; Individual Marketer of the Year. This award is designed to recognise a client who has truly inspired their agency to do great work through their insight and clarity and their collaborative working style.

An awards programme of this importance and magnitude could not happen without the invaluable support from our commercial partners and sponsors. CAANZ would particularly like to acknowledge our commercial partners TVNZ and NZME for their continued support of the Effie Awards.

Whilst the focus of the Effie Awards is primarily on individual entries, let's not forget that it's also a celebration of the industry's overall effectiveness in driving business success.

I wish all agencies and client partners alike the very best of luck with their entries.

**Paul Head**  
**CEO CAANZ**



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## **Chair of Effie 2016**

You'll either love this time of year or dread it and if you're anything like me you'll dread it. Which is sensible and entirely realistic, because writing an Effie entry, let alone a winning one, takes enormous effort and focus. And so it should. Effies are judged against pretty challenging criteria. They're about recognising best practice marketing that comes as the result of a truly collaborative partnership between the client and their agency. The work that we showcase should stand up not just to our peers, but to anyone in the marketing industry, locally, and beyond the NZ market as an impressive marketing success story.

We're all competing for the attention of consumers with a diminishing attention span so now more than ever, it is essential that we utilise all the thinking, insights, creativity and tools at our disposal to deliver work that results in an ROI to the client's business. In this regard, research and data is a must but the difference comes in showing the judges how you have used it to truly connect with the audience, as an integral part of developing the strategy and informing the solution. You will also need to demonstrate you understand the distinction between correlation and causation when stating your results. No small task.

So get inspired and start writing, after all the Effie's are a chance to prove that we have done more than we were asked, more than we thought possible, and more than we imagined and as a consequence, have overcome indifference and returned real value to our clients and the market.

**Jacqueline Smart**

**HEAD OF PLANNING J. WALTER THOMPSON**

**CHAIR OF THE EFFIE AWARDS 2016**



## **TVNZ**

For an industry that spends hours debating the relative merits of digital, native, traditional, social, integrated (and other) media options, it's refreshing to get together once a year and talk about what matters most to advertisers – effectiveness.

When it comes to advertising effectiveness, video story-telling is hard to beat. At TVNZ we aspire to be New Zealand's video content leader by sharing the moments that matter to our viewers. We're also proud to engage around 2.5 million New Zealanders per day with the branded stories of New Zealand's leading advertisers.

On behalf of TVNZ, I want to pass on my thanks to those who have trusted TVNZ to help drive your campaigns and my best wishes to all those who enter the 2016 Effie Awards.

**Kevin Kenrick**

**CEO TVNZ**

## The Importance of Effie.

The Effie Awards are known by advertisers and agencies globally as the pre-eminent award in the industry, and recognise any and all forms of marketing communication that contribute to a brand's success. Winning an Effie has become a global symbol of achievement.

The Effie Awards were launched in 1968 by the New York American Marketing Association (AMA) as an awards programme to honour the most effective advertising efforts. The award now honours all forms of effective marketing communications and the companies and individuals creating effective work on six continents and over forty countries.

The Effie Awards are about demonstrating the strength of effect and link between communications and business performance. Judges are looking first and foremost for the shifts in hard business measures to prove that effect (e.g. sales, market share or profitability in commercial clients, or measurable behavioural shifts in the case of social or not-for-profit clients). Judges will then look for evidence around 'why it happened' and how the hard measures correlate with the communications strategy and creative idea. More often than not, this will be proved by using communication/brand tracking and other consumer metrics to show the link between the campaign and the impact it has had. However these measures alone are not enough to win an Effie.

The Effie Awards are also about how agencies have used insight and creativity to improve their clients' business. Judges are looking for examples of where an agency has understood a challenge their client has faced, and come up with a solution that has created a commercial result for their client. That solution could be literally any kind of idea. The only guidelines are that (a) it must be the entrant's thinking, (b) the thinking must have been executed in some form, and (c) a business result can be shown, and be attributed to the entrant's efforts.

.....  
***Winning an Effie Award is  
about meeting a challenge  
and succeeding.***  
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# The Global Effie Effectiveness Index.

The Effie Effectiveness Index identifies and ranks the marketing communications industry's most effective agencies, advertisers and brands by analysing finalist and winner data from worldwide Effie Award competitions.

Launched in June 2011, the Index has been compiled by Effie Worldwide in partnership with Warc, the global marketing intelligence service.

The Effie Effectiveness Index can be used to reveal the most effective agencies, advertisers and brands globally, regionally, in specific countries, or even in different product categories.

## How the Rankings are compiled:

A ranking system has been established that will reward not only Effie winners, but Effie finalists as well. Only Effie finalists and winners that have met Effie Worldwide-approved judging criteria are eligible for inclusion in the Index.

## All company credits will be used to tally Index results.

It's critical that all companies are credited properly - whether lead - co lead or contributing. We strongly advise that entrants communicate with their other agency offices, corporate office, and PR department to ensure all agency names are entered correctly. This information should be communicated with contributing companies as well.

**NOTE:** *it is the entrant's responsibility to ensure that all credits are submitted correctly.*

## Primary vs. Contributing Agencies:

The Effie Award competition rules allow for up to six different companies to be credited on an Effie entry. A maximum of two agencies can be credited as the lead or "Primary Agency", the main driver(s) of the submitted work. Agencies not listed as the Primary Agency are recognised as "Contributing Agencies". A maximum of four companies can be credited as a "Contributing Agency". You will be asked to identify the Primary and Contributing Agencies when submitting your entry online.

## Points Structure: Points for the Effectiveness Index are distributed as follows:

Primary agencies, advertisers & brands receive: Points

Grand Effie Winner	12 Points
Gold Effie Winner	8 Points
Silver Effie Winner	6 Points
Bronze Effie Winner	4 Points
Effie Finalist	2 Point

Contributing agencies receive:

Grand Effie Winner	6 Points
Gold Effie Winner	4 Points
Silver Effie Winner	3 Points
Bronze Effie Winner	2 Points
Effie Finalist	1 Point

- Where points are allocated in New Zealand, they will be allocated on the same basis as above to ensure consistency with the Global Effie Effectiveness Index.
- When multiple agency offices are credited on a single winner/finalist record, agency networks and holding companies will receive only one set of points towards their respective ranking.

For more information on the Effie Effectiveness Index, please visit <http://effieindex.com/AboutUs.info>



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## Section 2

# HOW TO ENTER

## Conditions of entry

The entrant agrees that CAANZ will not accept responsibility for errors or omissions reproduced in award publicity material, or for work lost or damaged.

The entrant grants CAANZ permission to show the entries at the Effie Awards show and at other times deemed appropriate after the Effie Awards show. It is a condition of entry that CAANZ reserve the right and shall be permitted at all times to use at their discretion any material or part material submitted for the Effie Awards on the CAANZ website, in promotional and educational books, videos, articles and such other means as they deem appropriate for case study purposes.

All decisions of the Effie Awards Committee in all matters relating to the competition shall be final and binding.

## How to enter

Please note the word count of 2,500 words per entry.

Entry forms are available from [www.caanz.co.nz](http://www.caanz.co.nz). Please ensure you use the correct entry form for the category being entered.

## To Register

- Click on the link to the online registration.
- Click “Enter Here”.
- Create your user name and password.
- You will be asked to submit the following details:

Agency, agency network and holding company, CAANZ Membership status.

## Add your entries.

- You will be asked to enter your campaign (entry) title, the category entered, date of first media appearance, date of final media appearance (if applicable), client name, network and location (state and country), product category (drop down box), the brand and the countries in which the campaign ran.
- You can then add any additional lead agency and contributing agency details (name, city, state and country).

## Confirmation

- When you have completed your entry submission you will receive an email confirming your entry details.
- For each entry an Entry Number is automatically generated.

You must include this entry number in the header of each page of your entry. Each individual entry must have a unique entry number.

- The same entry may be submitted in more than one category but please note that each individual entry must have its own entry form, entry number and copy of supporting materials.
- Your username and password allows you to update or change the details captured on the online registration form if need be.

### **Download**

- Download and save your entry forms from the CAANZ website onto your desktop
- The entry is not online and whole entry must be completed on the official entry form.

*(PowerPoint, additional information, binding of entry etc. will not be accepted).*

*(Graphs may be inserted into the main body of the entry).*

### **Remember**

- The maximum word limit is 2,500 words.
- (Any words in graphs or schedules will not be counted)*

**ANY ENTRY WHICH HAS EXCEEDED THE WORD LIMIT BY MORE THAN 30 WORDS WILL BE RETURNED TO YOU UNDER THE SCRUTINEERING RULES TO CORRECT. FAILURE TO DO SO MAY MEAN THE ENTRY IS DISQUALIFIED.**

### **Authorisation Forms**

An authorisation form will be automatically emailed to the contact email address supplied.

The authorisation form must be signed by both an officer of the agency and an officer of the client company acknowledging that the entry is a true and accurate representation of the media campaign and giving permission for CAANZ to use at their discretion any material submitted for the CAANZ Effie Awards for the purpose of case study material in hard copy and online formats.

Each authorisation form is specific to the entry number, and signed forms should be sent with the hard copy entry forms. (One signed copy per entry.)

**DO NOT physically attach to the hard copy entries.**

### **Create your hard copies**

When you have completed your entry form you need to upload it online with all confidential information highlighted in **RED** then;

- Print it out.
- Copy nine times in colour so we can see the highlighted confidential information.
- Send the 10 hard copies by courier or mail to The Conference Company.
- These must be received by 4.00pm August 16 to avoid penalty fees.
- Please include the original signed authorisation form for each entry.
- DO NOT attach the authorisation form to the hard copy entries.
- Please DO NOT send entries to CAANZ.

### **Upload your entry**

Please upload your entry as a word document not a PDF file.

#### **Please note:**

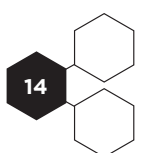
- CAANZ or The Conference Company are not responsible for making additional copies or checking that each hard copy is complete. Check each entry.
- In addition to your hardcopies please be sure your entries are confirmed online by the deadline.

### Eligibility requirements

- The Effie Awards is an agency-blind competition. Therefore, **agency names and/or logos should not be shown** in the entry form, campaign material or on any other materials that will be seen by the judges.
- **Please note, campaigns that do not adhere to the eligibility requirements may be disqualified and fees will not be refunded.**
- It does not matter where a campaign was created or who it was created by.
- Only marketing campaigns that ran in New Zealand and have local results are eligible for entry
- The marketing campaigns must have run between 1 January 2015 and 16 June 2016 to qualify for entry.
- Campaigns may have been introduced earlier but must have run during this period
- The data/results provided must have occurred during the qualifying time but can extend into the period up to close of entry on August 16th
- Business to Business (B2B entries can only be entered in Category D).
- **Sustained Success Category:** Marketing communications campaigns that ran in NZ for at least 36 months from 1 January 2013 (or earlier) to 16 June 2016 are eligible for entry.



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### The Scrutineering Process

The scrutineering process is conducted by The Conference Company and will be carried out after all entry deadlines have passed. The Conference Company will review all entries to check ONLY the following:

- **Correct entry form used** – Entries not entered on the correct official CAANZ entry form, or if they are handwritten or incomplete in any way. **Please note every category has a separate (different) entry form.**
- **Word count – 2,500.** The word limit will be STRICTLY ENFORCED. Any entry that exceeds 2,500 words will be returned. Agencies are required to insert the word count on the entry form.

Table/graph captions do not need to be included in the word count provided each caption is less than 20 words, e.g.: “Figure 1. Market share for Shampoo category.”

- **Agency blind** – Any entry that cites agency names in any form will be returned. Any entry that has ANY logo will be returned. Please note this includes research company logos.
- **Campaign material** – NO campaign material or pictorial elements to be submitted at the time of entry and no creative or pictorial elements are allowed in the written entry form including Facebook quotes and illustrations, snapshots of websites etc.

Should The Conference Company find any entries that do not meet the entry requirements above, that entry will be returned. The entrant has the option to make good their entry (as per the requirements made by The Conference Company) and re-submit their entry upon payment of an additional fixed scrutineering payment of **\$500 + GST. Any further re-submissions will be charged at \$150 each.**

**An entry that does not pass scrutineering and is not successfully resubmitted will forfeit the original entry fee.**

**Complying with scrutineering requirements is not a guarantee that an entry will not be disqualified on other grounds.**

**Reasons for disqualification**

- Entries not accompanied by full payment.
- Entries for work that does not fall within the period from 1 January 2015 and 16th June 2016.

**Other points to note**

- You must answer all questions, even those that have no score associated. Any unanswered question may result in the entry being marked down or disqualified.
- Omitting other factors that had significant influence on the results cited in the entry, including but not limited to other marketing activity, may be reason for low judging scores.
- **Evidence of Results:** All data presented throughout the written case/entry **MUST** reference a specific, verifiable source. Acceptable sources include advertiser data, agency research, client research or third party research/companies. Agency names should **NOT** be mentioned. If your agency is the source of your research, reference “Agency Research”. CAANZ reserve the right to verify the accuracy of the data with the source named. Not referencing a source will result in entry disqualification.
- **Fonts:** All text must be in a standard black font. All entries must be submitted in 10pt minimum font. Handwritten submissions will not be accepted.
- **Binding:** Please do not use binding or other presentation enhancements on your entry.



### Campaign material (finalists only)

Entries that make it through the preliminary round of judging and become finalists will be asked to submit campaign material.

All finalists will receive an email from The Conference Company on Monday 12th September requesting campaign material be submitted by 4pm on Tuesday 20th September.

All campaign material must be sent to The Conference Company NOT CAANZ.

### Campaign material requirements

The purpose of campaign material is to illustrate the campaign, and to help judges fully appreciate how consumers experienced the campaign. Campaign material should be examples of the work such as static examples of advertising or original video or audio content or links to apps or websites etc.

#### NO CASE STUDY VIDEOS OR HYPE TAPES

Campaign material is meant to support, not sell the written entry.

This material must adhere to the following requirements. **Failure to do so may result in disqualification.**

#### ALLOWED

Creative material that consumers actually saw, heard or experienced

Titles in between creative examples

#### NOT ALLOWED

Any creative material inserted into the entry form itself (other than reference what the creative involves, or a campaign tag line) e.g., you cannot include scripts or script elements in your written entry form or screen grabs of Facebook to illustrate "quotes"

Any agency branding

Hype tapes that provide a campaign promotional commentary, or that repeats insights, strategy or results from the written entry

Raw creative assets that don't represent what consumers actually experienced (for example, a radio script is not acceptable, but a recording of that script as broadcast on radio is)

Finalists will be required to include at least one example from one of the following media: Print, Television, Radio, Out-of-Home/Outdoor Advertising or Interactive/On-line, apps for the purposes of judging at Category Judging.

**Campaign material format & Content**

- Campaign material must be provided in digital format ONLY on a CD/DVD or USB key.
- Your campaign material must be agency blind, therefore please do not use branded USB keys. If this is the case you will be requested to resubmit your campaign material on a different USB key.
- Campaign material is limited to a maximum of 10 examples of campaign execution e.g. pdfs of print ads, TV ads, video content created, websites etc.
- Entries on website or apps, please provide screen shots on disc/USB

**Labelling**

- Each CD/DVD must be clearly labelled with the Entry Number, Category and Entry Title.
- USB keys should be placed in an envelope labelled with the Entry Number, Category and Entry title

**Submitting campaign material:**

- The following formats are acceptable: PDF, JPG, MP3 (radio entries), MP4 or MOV. Please ensure that all files are high resolution and PC-compatible.
- All photos must be submitted in JPG format, minimum 300dpi. Examples can be submitted as separate files or as a single pdf file that the judges can scroll through.

**DEADLINES and FEES**
**ENTRY FEES FOR MEMBERS**
**CAANZ MEMBERS AND SPONSORS COSTS**
**ENTRY FEES**

*Entries received by 4.00pm August 16, 2016*

<b>Entries</b>	<b>FEE</b>	<b>plus GST</b>	<b>To Pay</b>
One Category	<b>450</b>	67.50	517.50
E.g. Two Categories	<b>800</b>	120	920
E.g. Three Categories	<b>1100</b>	165	1,265
<i>Additional categories</i>			
Add per category	<b>300</b>	45	345

**LATE ENTRY FEES**

*Prior approval granted to enter AFTER 4.00pm August 16  
and BEFORE 4.00pm August 18, 2016*

<b>Entries</b>	<b>FEE</b>	<b>Penalty fee</b>	<b>plus GST</b>	<b>To Pay</b>
One Category	<b>450</b>	450	135	1,035
e.g. Two Categories	<b>800</b>	800	240	1,840
e.g. Three Categories	<b>1,100</b>	1,000	315	2,415
e.g. Four Categories	<b>1400</b>	1,000	360	2,760

**SCRUTINEERING**

<b>Entries</b>	<b>FEE</b>	<b>plus GST</b>	<b>To Pay</b>
Price for first re-entry	<b>500</b>	75	575
Additional re-entries	<b>150</b>	22.50	172.50



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## ENTRY FEES FOR NON MEMBERS

### CAANZ MEMBERS AND SPONSORS COSTS

#### ENTRY FEES

*Entries received by 4.00pm August 16, 2016*

Entries	FEE	plus GST	To Pay
One Category	<b>450</b>	217.50	1,667.50
E.g. Two Categories	<b>1800</b>	270	2,070
E.g. Three Categories	<b>2250</b>	337.50	2,587.50

*Additional categories*

Add per category	<b>1000</b>	150	1,150
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#### LATE ENTRY FEES

*Prior approval granted to enter **AFTER 4.00pm August 16**  
and **BEFORE 4.00pm August 18, 2016***

Entries	FEE	Penalty fee	plus GST	To Pay
One Category	<b>1450</b>	1000	367.50	2,817.50
E.g. Two Categories	<b>1800</b>	1000	420	3,220
E.g. Three Categories	<b>2250</b>	1000	487.50	3,737.50
E.g. Four Categories	<b>3250</b>	1000	637.50	4,887.50

#### SCRUTINEERING

Entries	FEE	plus GST	To Pay
Price for first re-entry	<b>500</b>	75.00	575
Additional re-entries	<b>150</b>	22.50	172.50



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### **Late Deadline**

- Please note an extension of 48 hours is available, however, for those wanting to use this, a late penalty fee will be payable.
- If you require an extension you must contact The Conference Company BEFORE the 4.00pm deadline on Tuesday 16th August 2016. (Tel: 09 360 1240 or [effie@tcc.co.nz](mailto:effie@tcc.co.nz))
- The late penalty fee shall be set at the original entry fee PLUS a further 100% of such fee + GST or \$1,000 +GST, whichever is the lower.
- For campaigns entered in more than one category, a late penalty must be paid for each late campaign.

### **Payments can be made by:**

- **Visa or MasterCard through the online form.**

Note there is a 2.8% commission fee when paying by credit card.

- **Cheque made payable to the Communication Agencies Association of New Zealand,**

- **Bank Transfer to the Communication Agencies Association of New Zealand:**

Bank: **BNZ**  
Branch: **Ponsonby**  
Account: **02 0248 0238645 00**  
Reference: **Effies + Company Name**

Entries will not be processed until all monies are received. Entry Fees are non-refundable.

### **Delivery instructions**

If you are submitting more than one campaign and you wish to send them in one box, please wrap materials from each campaign separately and label each with campaign name(s). Send all materials prepaid to:

The Conference Company  
CAANZ 2016 Effie Awards  
31C Normanby Road                      Phone: +64 9 360 1240  
Mt Eden 1024                              Fax: +64 9 360 1242  
Auckland



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### **Credits**

All finalists are required to credit all creative and strategic partners who contributed to the marketing communications effort. You must credit the client. You may credit an additional agency to your own as “lead agency” and both agencies will be regarded as co-lead agencies on the work.

The credits submitted will be used to tally the 2016 Effie Effectiveness Index results. Since separate point values are given to lead and contributing agencies, it is critical that all companies are properly credited as lead or contributing agencies.

We urge you to think carefully about your partners – clients, agencies of all types including full service, media, digital, promo, PR, events, media owners, research companies etc.

### **Publishing policy & permission**

Finalists and winners of 2016 Effie Awards will be showcased in various ways. Publication is at the discretion of CAANZ, Effie Worldwide and the Effie Awards. Work submitted must be original and you must have secured rights to submit it.

### **Campaign Materials and Case Studies**

- The campaign material you enter becomes the property of CAANZ, Effie Worldwide and the Effie Awards and will not be returned.
- Campaign materials submitted to the Effie Awards includes all .jpg images, PDF images/slides, hard copy print examples, etc.
- By entering your work in the Effie Awards, CAANZ, Effie Worldwide and the Effie Awards are automatically granted the right to make copies, reproduce and display the campaign material and case summaries for education and publicity purposes such as, but not limited to, the CAANZ website, the Effie Awards Journal, Effie World wide’s Website, Partner Websites, press releases, newsletters, programming/conferences and the Effie Awards show.
- In addition to the above, the Effie Awards offers entrants the opportunity to have their written case published on the CAANZ website, the Effie Worldwide and partner websites, and/or publications as approved by CAANZ.

### **Publication of Case Studies:**

- All finalists will be asked to provide an electronic version of their entry(s) for case study purposes. Entrants will be given the opportunity for sensitive information to not be published by highlighting this in **RED** on the electronic entry.
- The conditions of entry specify that entrants agree to their case studies being published if they are gold winners.
- It is CAANZ’s experience that most advertisers are pleased and flattered when asked if winning case studies can be made public in order to further inform the body of evidence and information on marketing communications effectiveness and return on investment.

**Read the Guide and the entry form carefully... then read them again!**

Remember that both the administration and judging of the Effie Awards is a large and complex process. Entries that make this task more difficult significantly reduce their chances of success.

Many entries fail to make it past the first cut simply because they ignored some of the entry form instructions – ignored word limits, included agency names and/or logos, missing descriptions, inadequate explanation of timing, inclusion of creative elements etc., are all too common.

**CHECKLIST**

**A final checklist to use before submitting your entry. Have you:**

- Checked you are using the correct entry form for the category you are entering? ☐
- Added up the words in answer boxes in order to adhere to the category word count? ☐
- Highlighted confidential information in **RED**? ☐
- Removed all agency branding and references and ensured no logos at all are included? ☐
- Printed the signed authorisation form to be sent with (NOT attached) to the printed copies? ☐
- Printed 10 hard copies of your entry with front cover ensuring any confidential information is colour copied RED? ☐
- Checked that all hard copies are complete and not missing pages? ☐
- Checked there are no creative elements in the written entry? ☐
- Confirmed entries online and paid? ☐

## **Section 3**

# **AWARD CATEGORIES**



The following Effie Award categories are intended as a guide for your campaign submissions. The Effie Awards Committee reserves the right to re-categorise campaigns and split/redefine categories if entries received in a particular category warrant such action. The Effie Awards Committee encourages writers to enter multiple categories (within the entry rules).

Please ensure that you use the correct entry form and tailor your entry so that it squarely addresses the requirements of that category. DO NOT FALL into the 'Cut & Paste' trap! There is a separate entry form for each category.

Judges are instructed to evaluate entries against specific criteria for the category. Be sure that your entry specifically addresses those criteria.

## ENTRY RULES

- All entries must be no longer than 2,500 words.
- A campaign can be entered into only one of the categories A to G, e.g. it cannot be entered into both Category C and Category D.
- Only campaigns introducing a NEW brand, product, service or variant can be entered into category H 'New product or service'.

### A. Charity/Not for profit

Promoting a particular not-for-profit association, special interest group charity or charitable society. Typically fundraising or promoting the work of the charity. Judges are looking for proof that your communications drove a very positive outcome for the charity either by way of fundraising or brand-building or public support for the organisation and its cause.

### B. Social marketing/Public service

Marketing communications of a public service nature, including campaigns to promote social or behavioural change. This typically involves government department, local body or community service campaigns. Judges are looking for proof that your communications significantly contributed to a positive social change, driving a valuable outcome of social good i.e. you changed how people think, what they do in line with stated campaign objectives.

### C. Retail/etail

Stores and/or websites that provide either a diverse range of merchandise (e.g. department store) or that specialise in a particular line of products. More than just your normal product and price advertising, good retail campaigns need to fundamentally develop a stronger brand proposition, a larger customer base and grow overall sales value. Judges are looking for proof that your communications grew the brand, grew the customer base, grew sales and blew the category and the competitors out of the water. If you just discounted some product and slapped up a "SALE" poster then don't bother entering.

#### **D. Business to Business (B2B)**

The Business to Business category is designed for dedicated campaigns that are directed from one company to another within a professional, trade or industry context, as opposed to consumers. It is about returning business value through commercial creativity and delivering growth (i.e. margin/sales). It is very important in this category to clarify exactly what the role of the campaign was and how it worked to influence the attitudes and behaviour of the target market. Judges will be looking for insight, innovation and irrefutable proof that communication has been instrumental in delivering business-to-business outcomes.

#### **E. Fast Moving Consumer Goods (FMCG)**

All fast moving consumer goods products (NB: established in the market for over 12 months). This is one of the most popular categories, so if your stuff didn't fly off the shelves or out of the chillers, think hard before you start writing. Typically one of the most creative categories, competition in store and in the Effies is fierce and only the strongest will survive. Judges are looking for proof that your strategy is fresh, original and creative and changed the way consumers purchase. You either grew the pie or you just ate the other guy's pie, but whatever you did, you made a big impact.

#### **F. Consumer Durables**

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.

#### **G. Consumer Services**

Open to companies whose main focus is providing a service to the consumer. For instance: airlines, hotels, tourism, energy suppliers, financial services, telecommunications and entertainment. The services companies typically do well at the Effies. Judges are looking for proof that communications helped companies to differentiate their brands and drive their service proposition to build stronger customer engagement and revenues.

#### **H. New product or service**

These must be NEW products, services, brands or variants developed to exist beyond just the campaign period (i.e. not a line extension or limited time offer). To be eligible, a NEW campaign must have launched within the eligibility period of 1st January 2015 to 16th June 2016. Results for launches, are always good in the first year, so you'll need to clearly demonstrate to the judges why the results were above and beyond what would ordinarily be expected. Results can be measured until close of entry in August.

**I. Limited budget: less than \$300,000**

Campaigns with a total production and media spend of \$300,000 or less. It must be a stand-alone campaign as opposed to a single execution of a larger campaign. This category is all about achieving a lot for a little. Judges are looking for strategic thinking, creative work and results that show how to convert a modest budget into a significant commercial result. Note: the budget limit of \$300,000 must include the cost of any promotional prizes or incentives.

***In the next section, the judges will look for strength of proof that only because of this idea and type of campaign the claimed business results could have been achieved.***

**J. Most effective integrated campaign**

Here we're looking for where the power of a really big idea allowed a campaign to translate across all the relevant channels to deliver an exceptional result. This is not about simply listing multiple channels and executions. Judges are looking for evidence that the integration was a consequence of an idea so big that it broke out of the category and resulted in a combination of traditional, innovative and unexpected activities. Judges will be expecting to see measures proving the link between the communication idea and the resulting integration; this will be critical to proving the effectiveness of the campaign. Entrants will need to show that each channel or activity was deliberately selected to enhance the idea and that the core strategic and creative thinking was adapted appropriately for each component, that components were designed to coordinate with each other, and that each component played a significant role in delivering the results.

**K. Most effective social campaign**

Campaigns that set out with the explicit purpose of using social as the primary communication channel or have social at their heart. The kind of idea that is specifically designed to take advantage of the socially connected consumer and the influence of social. Judges are looking for campaigns that begin with a social idea, as opposed to advertising or integrated campaigns with a social media element. They'll need a clear rationale for why social was the right way to tackle the client's brief, and evidence of how social activity measurably and materially drove the commercial result. It is not enough to count the number of impressions, likes or shares. You will need to measure and prove the commercial value of social through the direct effect it had on consumer behaviour or perceptions and demonstrate correlation with the achieved business results.

**L. Most effective use of digital technology**

Campaigns that have digital technology at their heart. The kind of idea that demonstrates how the digital innovation or solution maximised the communication impact and achieved the campaign objective. Judges are looking for campaigns that begin with a digital idea, as opposed to advertising or integrated campaigns with a digital element. They'll need a clear rationale for why digital technology was the most creative way to tackle the client's brief, and evidence of how the digital technology measurably and materially drove the commercial result. You will need to measure and prove the effect it had on consumer behaviour, perceptual shifts and how it correlates with positive and sustainable business results.

**M. Best use of data**

Campaigns that used progressive data methods or data technologies to crack an insight that led to the campaign. Judges are looking for strategic interpretation of data into a meaningful insight and how that insight brought the idea to life. This category should demonstrate how progressive or original analytical technologies or techniques were harnessed in order to better interpret the consumer or category. Entrants will need to illustrate how the insight creatively informed the communication. You will need to measure and prove the effect the insight had on making the campaign more effective in delivering business results.

**N. Most effective PR/experiential campaign**

Campaigns that have a PR or experiential idea at their heart. The kind of idea that sets out with the explicit purpose to get the media talking or involve consumers in a tangible experience that delivers on the brand's positioning or business objectives. Judges are looking for campaigns that begin with a PR or experiential idea, as opposed to marketing or integrated campaigns with a PR or experiential element. They'll need a clear rationale for why PR or experiential was the right way to tackle the client's brief, and evidence of how the PR or experiential activity measurably and materially drove the commercial result. Strength of proof will rely on demonstrating the link between this activity and how it has shifted consumer perceptions and behaviour in a way that has tangibly driven a business effect.

**O. Best Strategic Thinking**

Campaigns that display particularly innovative strategic thinking. This is the thinking before the creative brief, as opposed to the creative idea or execution. Judges are looking for examples of where an agency has taken a client's brief, and through fresh insight or inspired problem solving, developed a ground breaking strategic direction. Judges will need to see a clear delineation between the strategic and creative thinking, and understand how the creative thinking built on the innovative strategic platform to drive the commercial result.

**P. Most progressive campaign**

Campaigns that break marketing's mould and achieve their communications objectives in highly innovative ways. Judges are looking for strategic thinking, creative ideas and campaign construction that is highly surprising, and which challenges advertising or marketing's conventions. Just being different or new is not enough. Winning campaigns will need to demonstrate how the progressive nature of the campaign created the commercial result.

**Q. Sustained success**

Products or services that have experienced sustained success for a period of at least 36 months. Entries must have a common objective and utilised the same strategy throughout the length of the campaign. They may have done so using different executions, but still deliver to the core insight and idea. The current year's results must be included and be shown to build on the previous results. This award recognises strategy and creative platforms that are 'built to last' and demonstrate effectiveness over time. Judges will be looking for proof around the scale of challenge, where the strategy came from, where it's going and how it continued to deliver results for the client over a sustained period of time.

## Executive Judges' Choice Awards

**Note:** *These special categories cannot be entered and are awarded either by the Executive Judging Panel from the small pool of winning finalists or through the calculation of points.*

### Hardest Challenge

Campaigns that begin with an extraordinary degree of difficulty, and achieve the seemingly impossible. Judges are looking for evidence that the challenge to the agency was an extremely tough one. The campaign objectives will need to be very well qualified with a clear description of why they are so challenging. The winner will demonstrate strategic thinking, creative work and results that show how to succeed against all odds.

### Most Effective Client of the Year

Awarded to the client who is the most outstanding performer on the night across all categories. The award is based on the weighted value of Gold, Silver, Bronze Effie Awards won and finalist entries. The Grand Effie winner will receive 12 points, 8 points are awarded for Gold, 6 for Silver, 4 for Bronze and 2 for a finalist as per the global Effie Effectiveness rankings. Points are calculated and the winner is identified.

### Most Effective Agency of the Year

This award recognises the most significant contribution made by an advertising agency to the success of their clients in the Effie Awards and reflects the true partnership between agency and client in achieving outstanding effectiveness in marketing communications. The award is based on the weighted value of Gold, Silver and Bronze Effie Awards won and number of finalist entries. The Grand Effie winner will receive 12 points. 8 points are awarded for Gold, 6 for Silver, 4 for Bronze and 2 for a finalist. Points are calculated and the winner is identified. Agencies listed as a contributing agency will also receive points as outlined on page 5.

**Note that a gold award that becomes the Grand Effie winner will not have double points awarded i.e. a Grand Effie contributes only 12 points, not 12 points plus the 8 points for the related gold award.**

**Similarly, points will only be awarded for the highest award received. Therefore points for a gold or silver award will not also receive finalist points.**

**Most Effective Agency and Client of the Year awards do not receive points in the Global Effie Effectiveness Index.**

## **Grand Effie® sponsored by TVNZ**

All Gold Effie category winners will be eligible for the Grand Effie. This award is given to the campaign that achieved the most extraordinary commercial result for its client. Judges will evaluate the magnitude of the results, the return the client received on their investment and the evidence of that return having been driven by the agency's campaign, to recognise the most effective 2015/2016 campaign from a commercial results perspective.

***The winner of the 2016 Grand Effie will also receive the prize of \$100,000 in TVNZ airtime.\****

Grand Effie Prize Conditions: - The \$100,000 in TVNZ air time must be used between January 2017 and August 2017.

- Air time will be placed by TVNZ in conjunction with the winner's agency.
- Air time to be placed in non-core and non-peak programming and is subject to availability at the time of booking.
- Air time is at rate card and valued at time of booking.
- Usual Terms and Conditions apply.

## **Recognition Award**

**Individual Marketer of the year - \*New for 2016**

Entry forms for this award will be available to download from the CAANZ website and will be open until August 25th at 4pm. Your nomination entry form should be submitted to Natasha Stichbury on [natasha@caanz.co.nz](mailto:natasha@caanz.co.nz). Cost to enter is \$300 + gst. \$450 + gst for non members.

This award recognises the role that an individual marketer plays in the development of effective work across a year. Judges will be looking for a marketing client who has lead their agencies in the marketing of a brand which has clearly excelled in the last 12 months.

But more than that, judges will be looking for evidence that the marketer really understood their business problem, had clear objectives and inspired their agency to even greater heights, challenged them and gave them the freedom to succeed. And of course, that the business results and success were the outcomes of genuine collaboration between an agency and an inspirational client. This is an award for a client that is great to work with and gets great results out of their agencies.

It's therefore about more than a single campaign. The marketer of the year should be an inspirational figure to other marketers, and be capable of representing marketing to the wider business community.



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## **Section 4**

# **THE CONVENOR'S WISE WORDS**



Each year the Effie competition gets tougher and tougher. There is a steady improvement in the quality of writing. The documentation of how campaigns have been conceived and executed is improving. And the discipline around the reporting of evidence is getting better.

This year we anticipate the quest to find New Zealand's most effective campaigns to be just as rigorous.

To win an Effie you need to stand out from the pack and show that your campaign deserves to be rewarded. Entries that make it to the podium will have been read by around 20 senior marketing and communication professionals. To win you'll need to:

Have a great balance between art and science. The Effies are a showcase of communication craft, so you need to demonstrate why your entry is special, not just a statement of what you did.

Tell a coherent story of commercial success. You'll need to show a clear link between the cause of what your campaign involved with the commercial outcomes that you aimed to achieve.

Be very well supported by convincing evidence. Effies are non-fiction. You need to prove your case with proven facts of performance and a clearly calculated return on investment.

Have a compelling X factor. Every Effie entry is a story of success (claimed or real). To stand out you will need to catch the eye of the judges with something special. What is it about your entry that will have the judges wishing it was on their CV?

Finally, I urge you to not rush your entries. Spend time crafting them. Gather as much evidence as you can. Be careful to follow all the rules of entry. Do everything you can to fine-tune your storytelling.

Best of luck.

**Lew Bentley**  
**2016 Convenor of Judges**



## The Judging process

Entries are judged in three phases by the industry's top marketing, advertising and research professionals. Preliminary judging evaluates submissions without viewing the campaign material. All entries judged to be of superior quality (finalists) then proceed to the category round of judging. In the category round judging, finalists in each category are judged against other finalists in their category. The advertising material as it appeared is first viewed at this round.

### *The three stage Effie Awards Judging process:*

#### 1. Preliminary judging

All entries are read by at least seven members of the full judging panel. The judging panel is primarily populated with clients and senior managers from the NZ marketing and advertising community. Judges with conflicts of interest do not read conflicted entries.

The purpose of preliminary judging is to identify the finalists. Typically 40% of entries go through as finalists. Judges read several entries from two or three categories in the interests of achieving overall consistency.

In the preliminary round of judging, judges do not see campaign materials; accordingly the written categories comprise your total opportunity for marks. Categories may vary slightly in weighting (see entry form for actual weightings) but the emphasis is on strategy and results.

#### 2. Category judging

The finalists are judged category by category. Groups are formed from members of the judging panel and categories assigned to those separate groups. The team leaders of each group (an Executive Judge) will moderate their group's judging session. There are several very experienced judges in each group. We try to achieve a fair spread of skills, disciplines and backgrounds of the judges in each group.

Each finalist entry is read by each judge and scores awarded. Any conflicts are declared and those with conflicts exclude themselves from consideration of those entries.

It is at this point that the campaign work is viewed. Creative accounts for 10-20% (category dependent) of the judges' scoring and the aim is to establish that the creative addressed the described strategy and the attributable impact that creative had on the campaign results.

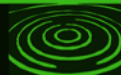
#### 3. Executive Judging Panel

The Executive Judging Panel comprises our International judge and the team leaders from each group at Category round judging. Together they will review and debate all metal winners to ensure consistency of awards across the categories.

The Executive Judging Panel will also decide the winner of the Hardest Challenge category and of course, the coveted Grand Effie award.

**GOOD LUCK**

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