

NOTHING BRINGS YOU CLOSER THAN AN EFFIE



CALL FOR ENTRIES
for the 2021 Effie Awards
in Association with TVNZ



**WHEN IT COMES TO
MEANINGFUL BUSINESS
RELATIONSHIPS, NOTHING
MEANS MORE THAN AN EFFIE.
JOIN US IN A CELEBRATION OF
CREATIVE EFFECTIVENESS.**

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INTRODUCTION

THINGS TO NOTE 2021

- Any papers entered in previous Effie years will need to demonstrate substantial NEW results and evidence of success in the 2020-21 period to be eligible for re-entry.
 - COVID-19 had a substantial impact on behaviour and sales in the period that applies to this year's entries. Judges will be looking for entries to provide context and relative performance to enable this impact to be understood. It will be important to understand the impact of COVID-19 on category-specific behaviour and results, so that the campaign results can be understood in this context.
 - This year, two NEW categories have been added. The International Marketing category is designed to recognise great work created in New Zealand, with results for a client that are measured in New Zealand, but which may include work that ran in other markets. There is also a second new category, Most Effective Use of Content.
 - If entering International Marketing YOU MUST CONTACT THE CONVENOR for approval of entry eligibility before writing this paper. This is a condition of entry.
 - Some of the category descriptions have been updated. Please take the time to read each category description to ensure you are writing the best entry for the criteria that will guide judges.
 - Entries in Charity/Not for profit cannot be entered into Category I (Limited Budget).
 - For 2021, campaign creative material must be submitted for ALL entries at the time of registration. Registration closes on 17 August and all creative material must be uploaded by this date.
 - Please note if your entry wins GOLD, the paper will be published after the Effie Awards in its entirety. We will provide the opportunity to INDEX any sensitive information. This will allow the best examples of effective advertising to be available for sharing and learning purposes.
 - We continue to celebrate the marketers behind the campaigns with the Most Effective Marketer. You will be asked at online registration to nominate the lead marketer(s) behind the campaign. The nominated marketer(s) will receive points as per the point system on page 11.
- Good luck with your entries!

**ELIGIBILITY PERIOD:
MARKETING
COMMUNICATIONS
CAMPAIGNS (& RESULTS)
THAT RAN IN NZ BETWEEN
1 JUNE 2019 TO 30 JUNE 2021
WILL BE ELIGIBLE TO ENTER.**

Important dates for 2021

Call for Entries Issued:	Wednesday 16 June
Entry Writing Workshop:	Tuesday 24 June (2.30pm-4.30pm)
Entries close:	Tuesday 17 August
Late penalty deadline:	Thursday 19 August
Preliminary Judging:	Tuesday 7 – Tuesday 14 September
Finalists Announced:	Wednesday 15 September
Tickets on sale:	Wednesday 15 September
Category Judging Online Judging:	Thursday 23 – Thursday 30 September
Category Judging discussion session:	Tuesday 5 October
Executive/International Online Judging:	Thursday 7 October – Thursday 14 October
Executive Judging:	Tuesday 19 October
Effie Awards Show:	Thursday 28 October

A view from the Comms Council

Effie has always been about recognising “work that works”. Specifically, work that performs strongly against the stated objectives that were set up-front, whatever those objectives were.

And over the past year or so, that work has had to work even harder as the pandemic tipped the world on its head and hobbled the economy. As a result, clients and agencies have had to constantly adjust to the normal, or the range of new normals that have evolved since March 2020.

So as an industry we’ve had to be very nimble in the face of Covid. The virus has had a huge impact on both the type and volume of work we’ve been asked to do by our clients. Agencies have had to look for new ways to engage with audiences, both during the early phases of the virus as brands and government responded to the immediate crisis and then post lockdown, as brands looked to re-engage with audiences. This has led to some really innovative solutions and stunning results. The judges this year are in for some very interesting discussions as they interrogate the work

And that’s what makes Effie so important; perhaps more so this year than ever before. It’s unique in that its sole purpose is to interrogate

WELCOME TO EFFIE AOTEAROA 2021.

and celebrate work that delivers attributable results, proving the value of marketing and the investment that businesses make in it. Effie is a critical proof point that marketing and advertising are economic growth engines.

Of course an awards programme of this importance and magnitude could not happen without the invaluable support from our commercial partners and sponsors. The Communications Council would particularly like to acknowledge our commercial partner and major sponsor of the Effies, TVNZ and our other commercial partner oOh!media for their continued support of the Effie Awards.

And lastly, best of luck to all the entrants!



From,
Paul Head
CEO
Commercial Communications
Council

**TVNZ IS A LONG-STANDING
EFFIE SUPPORTER AND
WE'RE PROUD TO PLAY
OUR PART IN RECOGNISING
THE MOST EFFECTIVE WORK
BY NEW ZEALAND'S
TOP MARKETERS.**

Great marketing is a blend of art and science, and as we all know, marketers can spend hours debating the relative merits of each driver. Effectiveness is much more straight forward - did the marketing initiative deliver tangible business benefits? Did it grow brand preference, did it drive customer enquiry, did it grow sales? When it comes to effectiveness, words are words and performance is reality. That's why we love the Effies.

Many industries have recovered strongly from the initial Covid-19 lockdowns and others are still significantly hurting. Many are concerned about supply chain delays and the shortage of labour. One thing we've all learned over

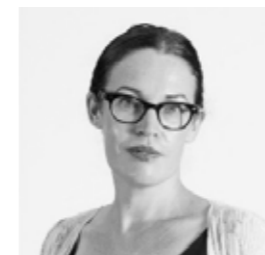
the last 12 months is, we can't save our way to prosperity. Healthy revenues are critical to ensuring a healthy business and effective marketing is a key contributor to stimulating demand and driving revenue growth.

We look forward to coming together as a community to celebrate the most effective marketing initiatives for the year and to be inspired to make an even more meaningful difference in the year ahead.

Thanks to the judges, congratulations to the finalists, and a special thanks to those who trusted TVNZ to help drive the effectiveness of your marketing.



From,
Kevin Kenrick
TVNZ Chief Executive



Lisa Divett
Executive Strategy Director
Clemenger BBDO and Proximity



Rupert Price
Chief Strategy Officer
DDB Aotearoa



Rory Gallery
Head of Strategy
Special Group



David McIndoe
Chief Strategy Officer
Saatchi & Saatchi



Deborah Brown
Client Service Director
MBM

A view from the Steering Committee

In a post Covid world where marketing communications needs to demonstrate payback more than ever, it's vital to prove that demonstrable effective outcomes are the purpose of all commercial creativity.

Successful marketing communications relies on two fundamental parts, creativity and effectiveness. However, in recent years a schism has been growing between both sides of the equation, where the creative agenda and effectiveness agenda don't necessarily balance each other out. Look at the type of campaigns that receive the accolades at creative award shows internationally and you could be mistaken in thinking the marketing communication industry is obsessed with short term ideas designed to create a big and immediate splash but then disappear beneath the waves, only to resurface come award show time.

Of course creative award juries are motivated to reward the ideas that are provocative, original and fresh but often this takes them into the realm of celebrating the worthy, the obscure or the obtuse. Those campaigns that use creativity to drive commercial outcomes seem to be taking a back seat when it comes to picking up the gongs. As a consequence creatively awarded campaigns are showing diminishing commercial returns. A worrying trend for a commercial communications industry.

In a post Covid world where marketing communications needs to demonstrate payback more than ever, it's vital to prove that demonstrable effective outcomes is the purpose of all marketing communications. Winning an Effie does that. An Effie Award celebrates 'art in the service of commerce', not the other way round. Something the industry should never forget, nor ever have to apologise for.

Therefore the role of this year's New Zealand Effies Awards, as it ever was, is to reconcile the two sides of the equation. Creativity, when purposely applied to commercial outcomes is our industry's super power. It's

the difference between an expected result and an outstanding result. It's the bold move that will transform a company's bottom line and give a business true competitive advantage.

Our theme for 2021 New Zealand Effies Awards is 'creative effectiveness is everything'. Effectiveness is the fuel that drives our industry, it is the lifeblood that makes all creativity possible in the first place. Effectiveness ensures marketing communications is an essential investment for any business or organisation looking to grow. Without proving effectiveness, marketing communications so easily becomes an expendable cost.

So let's celebrate the long term creative best practice, that we know builds brands and drives commercial success over time. Let's resist the temptation to reward short-term, disposable creativity, that is designed to cause an immediate stir and then disappear without a trace. Let's call out and celebrate all effective creativity, the kind of ideas and initiatives that pursue purposeful objectives and drive proven, quantifiable outcomes.

Because creative effectiveness is everything. It's the credibility on which marketing communications is built and reminds us that this is an industry that matters.

If you have a campaign that was clearly designed to meet a well-defined objective and in turn it utilised creativity to meet that objective, then these are the awards for you. If you can demonstrate that your application of creativity effected a positive commercial or social outcome then celebrate your success by winning an Effie. These are the awards that make the commercial case for creativity and tell the stories that are vital for the success and sustainability of our industry. Come and be part of that story. Because creative effectiveness is everything.

Written by Rupert Price,
Chief Strategy Officer,
DDB Aotearoa

The Importance of Effie

The Effie Awards identify the most significant achievement in marketing communications: ideas that work. The enduring strength of the Effie's is its ability to enlighten marketers worldwide with strategies that have proven to be effective in their respective market(s). Known by marketers and agencies globally as the pre-eminent award in the industry, the Effie's recognise any and all forms of marketing communication that contribute to a brand's success.

Since 1968, winning an Effie has become a global symbol of achievement.

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 behavioral 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 the desired 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 an organisation's or business challenge and succeeding.

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's winners, but Effie finalists as well. Only Effie's 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 AND BRANDS RECEIVE:

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

CONTRIBUTING AGENCIES RECEIVE:

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

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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HOW TO ENTER

Conditions of entry

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

The entrant grants The Comms Council permission to show the entries at the Effie Awards show and at other times deemed appropriate. It is a condition of entry that the Comms Council 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 Comms Council website, in promotional and educational books, videos, articles and such other means as they deem appropriate for learning and educational purposes.

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

How to enter

HOW TO ENTER

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

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

DOWNLOAD

- Download and save your entry forms from the Comms Council website onto your desktop.
- The whole entry must be completed on the official entry form.
- Graphs may be inserted into the main body of the entry.

TO REGISTER

- Click on the link to the online registration. <https://awards.tcc.co.nz/effie/>
- Click “Enter Here”.
- Create your username and password (a new login each year).
- You will be asked to submit the following details:
- Agency, agency network and holding company, Comms Council Membership status.

ADD YOUR ENTRIES

You will be asked to enter your entry details. This includes:

- Campaign details.
- Lead Marketer/Client information and photograph of the nominated marketer(s).

- Additional Agency Information.
- Effie and PVBLIC Foundation (Sustainable Development Goals).
- Entry form and Campaign Material Upload.

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.

REMEMBER

- The maximum word limit is 2,500 words.
- Words in graphs or schedules will not be counted if kept under 20 words.

ANY ENTRY WHICH HAS EXCEEDED THE WORD LIMIT WILL BE RETURNED TO YOU UNDER THE SCRUTINEERING RULES TO CORRECT.

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 Comms Council to use at their discretion any material submitted for the purpose of shared learning in hard copy and online formats.

Each authorisation form is specific to the entry number and signed forms should be returned to the Conference Company at effie@theconferencecompany.com.

ELIGIBILITY REQUIREMENTS

- **Eligibility Period:** Marketing communications campaigns (& results) that ran in NZ between 1 June 2019 and 30 June 2021 will be eligible to enter.
- 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 the campaign was created or who it was created by, but only marketing campaigns that ran in New Zealand and therefore have local results are eligible for entry.
- Campaigns with an international component, where that international component generated a direct result in New Zealand e.g. inbound tourism, can only be entered in the newly created category H, International Marketing. These campaigns are not eligible for entry in categories A to G. They are however eligible for entry in categories I to T.

RESULTS PERIOD

- Whilst all successful results and data will be accepted, the data/results provided must have occurred within the eligibility period but can extend into the period up to close of entry on 17 August 2021.
- Campaigns previously entered in Effies 2020 will need to demonstrate significant NEW results post June 2020 to be considered for 2021.
- **Sustained Success Category:** Only campaigns that ran for at least 36 months from 1 June 2018 (or earlier) to 30 June 2021 are eligible for entry.

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 Comms Council 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.
- **Supporting creative** – Agencies will be required to upload supporting creative for all entries at the time of submission online.

No creative or pictorial elements are allowed in the written entry form including Facebook quotes as images, social media snaps, illustrations, website visuals, etc. If you are quoting social media, please write in full and these words will be counted in the overall word count.

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 \$200 + GST.

There is no limit on the times the entry can be re-submitted, but the final version must be submitted within the deadline with all issues resolved otherwise it may not be ready for judging. 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 before judging commences.
- Entries for work that does not fall within the stated eligibility period from 1 June 2019 to 30 June 2021 (Sustained Success excepted).

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”. The Comms Council reserve the right to verify the accuracy of the data with the source named. Not referencing a source could result in entry disqualification or low scores.
- 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.

CAMPAIGN MATERIAL (ALL ENTRIES)

All entries are required to submit campaign material at the time of online registration on Tuesday 17 August. Please upload your written entry and the campaign material at the same time.

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 show the work as it was experienced in real life, not sell the written entry.

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

CAMPAIGN MATERIAL FORMAT & CONTENT

- Campaign material that consumers actually saw, heard, or experienced.
- Campaign material must be uploaded at the time of entry on Tuesday 17 August – DO NOT send a USB stick to the Conference Company.
- Campaign material is limited to a maximum of 5 examples of campaign execution e.g. pdfs of print ads, TV ads, video content created, websites etc.
- Entries for website or apps, please provide screen shots (you can also provide links if no login is required and material is agency blind).
- No agency branding.

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.

DATES, DEADLINES AND FEES

On Time – Tuesday 17 August 2021 at 4pm.

Late Entry – Thursday 19 August 2021 at 4pm.

- ON TIME Entries must be uploaded and confirmed by 4.00pm on Tuesday 17 August.
- Late entry deadline with prior approval for a 48hr late penalty entry must be obtained from effie@theconferencecompany.com by Monday 16th August 2021. Payment of double the entry fee, to no more than \$1,000, will be required for each late entry. See table of fees on next page. These late entries must be received by 4pm, Thursday 19 August 2021. Entries will not be accepted after this date.
- The Effie Awards Show is on Thursday 28 October.

Entry fees MEMBERS

COMMUNICATIONS COUNCIL MEMBERS AND SPONSORS COSTS

ENTRY FEES

Entries received by 4.00pm Tuesday 17 August 2021

Entries	FEE	Plus GST	To Pay
One Category	\$600.00	\$90.00	\$690.00
Two Categories (10% DISCOUNT)	\$1,080.00	\$162.00	\$1,242.00
Three Categories (15% DISCOUNT)	\$1,530.00	\$229.50	\$1,759.50

ADDITIONAL CATEGORIES OVER THREE

Add per category	\$315.00	\$47.25	\$362.25
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LATE ENTRY FEES

Prior approval granted to enter AFTER 4.00pm 17 August and BEFORE 4.00pm 19 August 2021

Entries	FEE	Penalty Fee	Plus GST	To Pay
One Category	\$600.00	\$600.00	\$180.00	\$1,380.00
e.g. Two Categories	\$1,080.00	\$1000.00	\$312.00	\$2,392.00
e.g. Three Categories	\$1,530.00	\$1,000.00	\$379.50	\$2,909.50

SCRUTINEERING

Entries	FEE	Plus GST	To Pay
Price for each entry being scrutineered	\$200.00	\$60.00	\$260.00

Entry fees NON-MEMBERS

ENTRY FEES

Entries received by 4.00pm Tuesday 17 August 2021

Entries	FEE	Plus GST	To Pay
One Category	\$1,500.00	\$225.00	\$1,725.00
Two Categories (10% DISCOUNT)	\$2,700.00	\$405.00	\$3,105.00
Three Categories (15% DISCOUNT)	\$3,825.00	\$573.75	\$4,398.75

ADDITIONAL CATEGORIES

Add per category	\$1,000.00	\$150.00	\$1,150.00
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LATE ENTRY FEES

Prior approval granted to enter AFTER 4.00pm 17 August and BEFORE 4.00pm 19 August 2021

Entries	FEE	Penalty fee	Plus GST	To Pay
One Category	\$1,500.00	\$1,000.00	\$375.00	\$2,875.00
e.g. Two Categories	\$2,700.00	\$1000.00	\$555.00	\$4,255.00
e.g. Three Categories	\$3,825.00	\$1,000.00	\$723.75	\$5,548.75

SCRUTINEERING

Entries	FEE	Plus GST	To Pay
Price for each entry being scrutineered	\$200.00	\$60.00	\$260.00

For campaigns entered in more than one category, a late penalty must be paid for each late entry.

Payments can be made by:

- Visa or Mastercard through the online form. Note there is a 3% commission fee when paying by credit card.
- Bank Transfer to the Commercial Communications Council Bank:
Branch: BNZ Ponsonby Account:
Account: 02 0248 0238645 00
Reference: Effie 2021 + Company Name

Entries will NOT BE JUDGED unless all monies are received. Entry Fees are non-refundable.

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 or primary agency.” You are allowed up to 2 primary/lead agencies on a campaign and four 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.

THE GLOBAL EFFIE INDEX CREDITS

The credits submitted will be used to tally the 2021 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.

NB: These will appear on screen at The Effie Awards evening as supplied.

PUBLISHING POLICY & PERMISSION

- Finalists and winners of 2021 Effie Awards will be shared in various ways. Publication is at the discretion of the Comms Council, 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 The Comms Council, 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, etc.
- By entering your work in the Effie Awards, the Comms Council, 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 Comms Council website, the Effie Awards Journal, Effie Worldwide’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 entry published on the Comms Council website, the Effie Worldwide and partner websites, and/or publications as approved by the Comms Council.

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 be re-supplied with indexed numbers or redacted information before publication. Please highlight sensitive information in RED on the electronic entry.

- The conditions of entry specify that entrants agree to their entries being published if they are GOLD metal winners.
- It is the Comms Council 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 ignore some of the entry form instructions – ignored word limits, included agency names and/or logos, missing descriptions, inadequate explanation of timing, omitting of other situations in the market, inclusion of creative elements etc. These mistakes are all too common.

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CATEGORIES

Effie Award Categories

The Effie Awards Executive Judging Panel reserves the right to re-categorise campaigns if entries received in a particular category warrant such action. You are allowed to enter multiple categories (within the entry rules). However, please ensure that you use the correct entry form and tailor your entry so that it squarely addresses the requirements of that category. Your chances of success in each category increases significantly if you have tailored your entry specific to the requirements of that category.

DO NOT FALL into the 'Cut & Paste' trap! There is a separate entry form for each category.

Judges will be instructed to evaluate entries against specific criteria for the category.

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 H, e.g. A campaign 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 I 'New product or service'.
- Campaigns entered into category A (Charity/Not for Profit) cannot be entered into category J (limited budget).

THE FOLLOWING EFFIE AWARD CATEGORIES ARE INTENDED AS A GUIDE FOR YOUR CAMPAIGN SUBMISSIONS.

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, and what they do in line with stated campaign objectives.

C. RETAIL/ETAILED

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 company or companies, 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 ongoing 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, 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 team'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 push bikes

to Porsches to computers. 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.

G. CONSUMER SERVICES

Open to companies whose main focus is providing a service to the consumer. For instance: airlines, hotels, domestic 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 over time.

H. INTERNATIONAL MARKETING

The intent of this category is to recognise campaigns that run in other countries but are designed to generate financial, sales or other results in New Zealand.

It recognises marketing campaigns for New Zealand based organisations that were developed here in New Zealand but have run in other countries, but with the specific and sole intent of generating results in New Zealand. These campaigns have generated demonstrable results and paid back here in New Zealand which they can connect to work that ran outside New Zealand (the work can also have run in New Zealand, but that is not an eligibility requirement for this category).

Examples of the types of work eligible could include;

- Inbound tourism campaigns that ran in other countries e.g. Australia, that can demonstrate results in New Zealand as opposed to results in Australia. This could include things like increased visitor numbers, increased spend, regional uplifts, average spend per tourist etc.
- NOTE - In the case above, campaign results in the country the campaign ran in e.g. Australia, would be classed as outbound tourism and are not eligible for inclusion in the New Zealand entry paper. They can only be entered in the Effie programme of the country the campaign ran in (Australia), should you choose to do so.
- A New Zealand based e-commerce site that markets in multiple countries but that manages the sales process from New Zealand and revenue comes directly to New Zealand.

NB: Specifically excluded from this category are New Zealand brands that sell products in other countries where the revenue remains with a local subsidiary or distribution partner, even if the campaign was developed in New Zealand.

As this is a new category, YOU MUST CONTACT THE CONVENOR for approval of entry eligibility before writing this paper. This is a condition of entry.

I. NEW PRODUCT OR SERVICE

These must be NEW products, services, brands or variants developed to exist beyond just the campaign period. To be eligible, a NEW campaign and product or service must have launched within the eligibility period of 1 June 2019 and 30 June 2021. Results for launches are often 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.

J. LIMITED BUDGET: LESS THAN \$100,000

Campaigns with a total production and media spend of \$100,000 or less. It must be a stand-alone campaign as opposed to a single execution from 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 \$100,000 must include the cost of any promotional prizes or incentives.

In the next section, the judges will look for proof that the claimed results were achieved because a particular type of campaign and idea were employed.

K. MOST EFFECTIVE USE OF INTEGRATION

Here we are looking for the power of a really big idea that was masterfully built across all relevant channels to deliver an exceptional result. Judges are looking to see evidence that the integration was achieved through expert orchestration of a multi-channel strategy where each component of the campaign was deliberate and fashioned to synchronise with each other to enhance the big idea. This is not simply about listing channels and executions or showcasing 'matching luggage'. Entrants will need to prove why an integrated campaign had to be the solution. They will need to demonstrate that each component was necessary, show how the core strategic and creative thinking was nuanced for each component, and that the elements of the campaign were proven to contribute to the results.

L. MOST EFFECTIVE USE OF SOCIAL MEDIA.

Campaigns that set out with the explicit purpose of using social media as the primary communications channel or have social at their heart. They may take the form of a campaign or an ongoing social programme but must be social first, as opposed to an advertising campaign reformatted for a social media environment. Judges will need a clear rationale for why social was the right way to tackle the client's brief. They will be looking for campaigns or initiatives that begin with an insight-led idea born of deep understanding of a socially connected audience. They will need to show how their grasp of the role of platforms and their capabilities contributed to the social solution.

M. MOST EFFECTIVE USE OF CONTENT.

Campaigns that met the client challenge and had a demonstrable impact on business results through a compelling content-led solution. The judges are looking for content campaigns that took the big idea beyond advertising-led solutions and formats. Examples might include editorial-style content, branded entertainment, or informational content that influenced brand and business results. Entries should explain what insight led to content being the best solution to the client brief. You will need to demonstrate how the context or platform in which the content appeared enhanced the relevance and impact of the content. You will need to prove how this solution drove material and measurable results for the brand.

N. 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 effective 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.

O. MOST EFFECTIVE USE OF DATA

Campaigns that used data or data technologies to crack an insight(s) that led to the campaign or were fundamental to the execution of 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 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 over time.

P. 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. Great use of sponsorship or partnerships could be entered

in this category. The judges will be looking for evidence of significant earned media, alongside commercial results. 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 behavior in a way that has tangibly driven business effect.

Q. BEST STRATEGIC THINKING

Campaigns that display particularly strong 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 groundbreaking strategic direction. Judges will need to see a clear delineation between the strategic and creative thinking and understand how the strategic and creative platforms have or will deliver long-term success for the brand.

R. MOST PROGRESSIVE CAMPAIGN

Campaigns that break marketing's mould and achieve their communications objectives in highly untraditional ways. Judges are looking for strategic thinking, creative ideas and campaign construction that is highly provocative, and which challenges advertising or marketing conventions. Just being different or new is not enough. We're looking for examples of work that changes how we think about what is possible. These are the campaigns that capture the imagination of the industry as well as the consumer and demonstrate the power of creative thinking in effective communication. Winning campaigns will need to demonstrate

how the progressive nature of the campaign created the sustained commercial result.

S. SHORT-TERM SUCCESS

This category is for short-term impact campaigns that are designed to work within a 6-month period. This could be a day, a week or a number of months. Judges will still be looking for proof around the business challenge, where the insight and strategy came from, the great execution and how it delivered excellent results that met the short-term objectives.

T. 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.

MOST EFFECTIVE CLIENT OF THE YEAR

Awarded to the client (as stated on registration form) 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.

A 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.

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 and, where relevant, that success was sustained. 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. Judges will favour entries that campaigns that provide evidence of sustained effects.

MOST EFFECTIVE MARKETER

Awarded to the Marketer who is at the top of the Marketer's Leaderboard at the conclusion of the 2021 Effie Awards. The Leaderboard is calculated on points as per the Client of the Year, but the points from 2020 will be combined with the results from 2021. The results will be cleared to zero every three years.

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 12.

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 and Hardest Challenge do not receive points in the Global Effie Effectiveness Index.

THE 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 campaign from a commercial results perspective.

4 PROJECS THE JUDGING

ENTRIES ARE JUDGED IN THREE PHASES BY THE INDUSTRY'S TOP MARKETING, ADVERTISING AND RESEARCH PROFESSIONALS.

A FINAL CHECKLIST TO USE BEFORE SUBMITTING YOUR ENTRY. HAVE YOU:

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 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 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.

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 (Executive Judges) 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 an international judge and the team leaders/ executive judges 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.

Checked you are using the correct entry form for the category you are entering?



You have tailored your entry form specifically for the category you are entering?



Added up the words in answer boxes in order to adhere to the category word count?



Removed all agency branding and references and ensured no logos at all are included?



Sent the signed authorised form by email to effie@theconferencecompany.com



Submitted your campaign creative material online?



Checked there are no creative elements or pictures in the written entry?



Confirmed entries online and paid?



Nominated marketing clients behind each entry/campaign?



Included a JPEG image of each marketer?



