

step → up



CALL
FOR
ENTRIES

THE 2020 NEW ZEALAND
EFFIE AWARDS



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1.

intro- duction



THINGS TO NOTE 2020

Eligibility Period:

Marketing communications campaigns (& results) for NZ that ran between 1 June 2018 to 30 June 2020 are eligible to enter

- As part of this, the eligible entry dates for Effies remain longer to create a bigger window of eligibility for any long-term success stories. So, for 2020, any campaign that ran between 1 June 2018 and 30 June 2020 will be eligible to enter.
- However, it is the expectation that any papers entered in the 2019 Effies that are now eligible for a second time must demonstrate additional success and significant new results AFTER June 2018 to be considered an Effie winner.
- COVID-19 may have caused disruption to measurement or attribution to your campaigns this year. However, the Effie eligibility period includes 21 months prior to the impact of COVID-19. The judges will be reading entries in context of COVID-19 and aware that campaigns may only be able to prove significant effects up to the 25th March lockdown period.
- There is a *NEW category Topical Marketing (Current Events) this year to allow for showcasing COVID-19 short-term challenges and impact campaigns between March and June. Please read the entry criteria on page 24.
- Entries in Category S cannot be entered in other categories.
- Entries in Charity/Not for profit cannot be entered into Category I (Limited budget).
- For 2020 campaign creative material must be submitted for ALL entries at the time of registration. Registration closes on 18 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.
- This year we will continue to celebrate the marketers behind the campaigns with the Marketer of the Year award. You will be asked at online registration to nominate the lead marketer(s) that is behind your campaign. This person(s) will receive points as per the points system on page 25.

Good luck with your entries!



IMPORTANT DATES FOR 2020

Call for Entries Issued:	Monday 29 June 2020
Entries Close:	Tuesday 18 August @ 4pm
Late Penalty Deadline:	Thursday 20 August @4pm
Campaign Material Due:	Must be uploaded at the time of entry
Preliminary Judging (online):	Tuesday 1 September to Thursday 3 September
Finalists Announced:	Tuesday 8 September
Tickets on Sale	Thursday 17 September
Category Judging Pre-Reading:	Thursday 17 September to Monday 21 September
Convenor Updates Exec Judges:	Tuesday 22 September
Category Judging Discussion Session:	Thursday 24 September (Eden Park)
International Judge Review:	Tuesday 29 September to Monday 12 October
Executive Judging:	Wednesday 14 October (TVNZ)
The Effie Awards: Gala Dinner	Thursday 29 October (Eden Park)



A VIEW FROM THE COMMS COUNCIL

As we move from dealing with the immediate health crisis to weathering the inevitable storm of recession, hard evidence of the kind Effie provides will be a critical proof point that marketing and advertising are economic growth engines.

We almost didn't have an Effie Awards programme this year. In fact, at one point we'd made the decision not to go ahead.

The COVID-19 shutdown had hobbled the economy and there were serious questions over whether agencies and advertisers would have the resource or inclination to write papers.

But Effie isn't just another industry awards programme. It's unique in that its sole purpose is to interrogate and celebrate work that delivers attributable results, proving the value of marketing and the investment that businesses make in it.

For that reason, we concluded that Effie this year and next is more important than ever.

In NZ we've done a world class job in closing down COVID-19, but there's been a significant economic price to pay and we're only at the start of that journey.

But I have to believe we can do an equally world leading job in getting our economy back up to speed quickly. And as an important economic growth engine, I think the marketing community has a key role to play in that process.

No one is saying that it's easy to win the internal battle to continue to invest in your brand during a recession, and sometimes it's not credible to argue that without evidence. Effie helps in that regard.

So, let's fight to continue to build our brands through this recession. The evidence is clear; those of us that succeed in this will come through the recession stronger and more profitable than those that don't.

Good luck.



Paul Head

CHIEF EXECUTIVE OFFICER
Commercial Communications Council



A VIEW FROM TVNZ

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. And now is the time we most need effective marketing.

COVID-19 has significantly dented economic growth and we need marketers to play a lead role in stimulating market demand and actively contributing to the economic recovery of Aoteroa.

We look forward to coming together as a community to celebrate the most effective marketing initiatives for the year and to inspire marketers to make a powerful difference in the year ahead.



Kevin Kenrick

CHIEF EXECUTIVE OFFICER
TVNZ



THE EFFIE STEERING COMMITTEE 2020



Lisa Divett

INDEPENDENT STRATEGIC DIRECTOR



Rupert Price

CHIEF STRATEGY OFFICER
DDB



David Thomason (DT)

INDEPENDENT STRATEGIC DIRECTOR



Rory Gallery

HEAD OF STRATEGY
Special Group



David McIndoe

HEAD OF STRATEGY
Saatchi & Saatchi



A VIEW FROM THE STEERING COMMITTEE

The Effies are all about confidence

Whether it's buoyant times or tough times like we're facing as a result of COVID-19, confidence is critical for a healthy economy. The marketing and advertising industries have a huge role to play in rebuilding this confidence. As well as driving sales, we help create the public face for the high-profile organisations, businesses and brands that shape that economy.

The Effie Awards is a chance to lead the way by showing an unshaken confidence in our own industry, and our huge contribution to the bottom line.

We need the case studies, we need the numbers, we need the stories, we need the powerful brands and, perhaps most of all, we need the heroes. With any marketing, it takes the right mix of rational argument and salient emotional connection to be influential. The Effies helps do both for our industry. It creates that one time of the year when we take the time to carefully scrutinise, compare and learn. And it literally puts clever, confident ideas and clever, confident people on a pedestal where they can inspire us all.

There will be a few challenges or questions in mind for marketers and agencies considering entering the Effies this year. Here are four of the common ones, along with considered responses

1. Agencies may be reluctant to add the necessary data-sourcing etc. to a client's current worries.

We've seen an increased interest from marketers in any opportunity to prove the value of their contribution to business. This includes evidence-based awards. The Effie 'Step Up' theme and its recognition of outstanding individual marketers directly supports this.



David Thomason (DT)

On behalf of the Steering Committee

2. COVID-19 caused confusion or put a stop to any meaningful measurement or attribution.

The Effie eligibility period includes 21 months prior to the impact of COVID-19. Normally on-going campaigns with results stopping short of the Effie cut-off date would raise suspicion with judges. This year judges will be more than open to campaigns proving significant effects only up to the 25th March Lockdown. Of course, campaigns that can show results all the way up to the end of June will still be very welcome.

3. COVID-19 put a dent in results, so we can't claim effectiveness.

Some have a mistaken belief that sales, or whatever appropriate measure, have to go up to prove effectiveness. We all like a hockey-stick graph, but it's not compulsory. Many effectiveness awards (including UK's exceptionally rigorous IPAs) have been won by campaigns that maintained sales, or in some cases showed declining sales and even share, that should have been much worse. The challenge, as always, remains to tell a compelling evidence-based story showing the advertising made the positive difference.

4. Agency resource is under immense, ever-changing pressure, so it's hard to justify the time to write Effie Award entries.

Agencies are feeling the same kind of pressure as most businesses. It's hard to keep your eye on the bigger long-term picture e.g. brand-building, when there are so many short-term concerns. Yet the evidence shows that's what businesses should do to compete and grow, and we are advising our clients accordingly. If we believe our own advice, we should follow it, and continue to invest in our own brands and the image of our industry. Winning at Effies helps do that.

New Zealand's response to the virus put us on the world stage. Let's use the Effies to celebrate and inspire New Zealand's marketers, and demonstrate how we can help them restore New Zealand's economy in a similarly enviable way.

Good luck with your entries.



THE IMPORTANCE OF EFFIE

The Effie Awards identify the most significant achievement in marketing communications: ideas that work.

The enduring strength of the Effies 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 Effies recognize 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 organization'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 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 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	8
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.

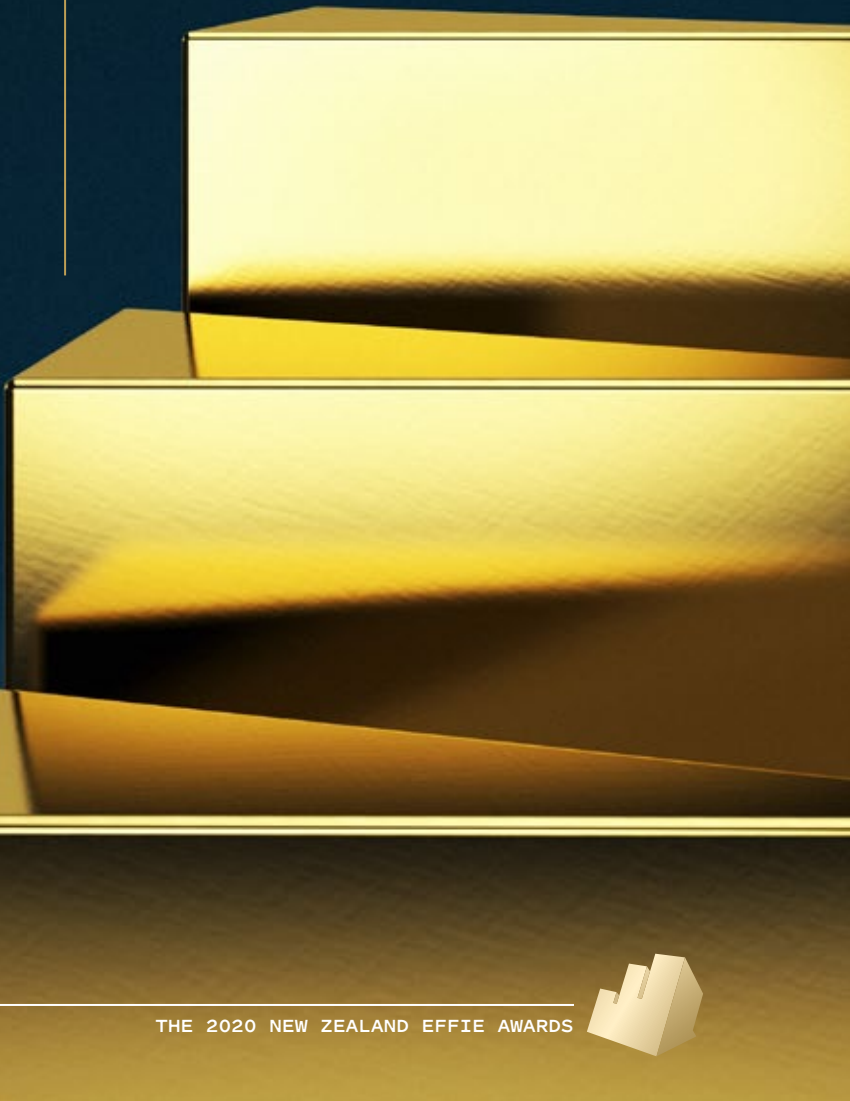
When multiple agency offices are credited on a single winner/finalist record, agency networks and holding companies will receive only one set of points towards their respective ranking.

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



2.

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, including sharing the entire entry after the Effie Awards show. 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

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

Entry forms are available from commscouncil.nz. Please ensure you use the correct entry form for the category being entered.

To Register

- Click on the link to the online registration. <https://awards.tcc.co.nz/effie/>
- Click "Enter Here".
- Create your user name and password.
- 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
- Additional Agency Information

- Effie and the 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 and entry number and clearly marked Campaign Material.
- 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 Comms Council website onto your desktop
- The 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.**
- 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 to The Comms Council Effie Awards 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.

Eligibility

Requirements

- Eligibility Period: Marketing communications campaigns (& results) for NZ that ran between **1 June 2018 and 30 June 2020** will be eligible to enter. (Except for Category S)
- 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. This is an Effie Worldwide ruling.

Results Period

- Whilst all successful results and data will be accepted, the data/results provided must have occurred within the qualifying time but can extend into the period up to close of entry on 18th August 2020.
- COVID-19 short term category must have results April to August 2020 period only.
- **Campaigns previously entered in Effies 2019 will need to demonstrate NEW results post June 2019 to be considered for 2020.**
- Business to Business (B2B) entries can ONLY be entered in Category D.
- Sustained Success Category: Only campaigns that ran for at least 36 months from 1 June 2017 (or earlier) to 30 June 2020 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.

- **Campaign material**

Agencies will be required to upload campaign material for all entries at the time of submission online.

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 as images, social media snaps, illustrations, snapshots of websites etc. if you are quoting social media please write in full and these words will be counted in the overall word count.

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"

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)

Any agency branding

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 2018 to 30 June 2020. (Sustained Success & COVID-19 Short Term 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.
- **Binding:** Please do not use binding or other presentation enhancements on your entry.



Campaign material (all entries)

All entries are required to submit campaign material at the time of online registration on Tuesday 18 August. Please upload your written entry and the campaign material at the same time. This is new process for 2020.

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.**

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 and content

- Campaign material must be uploaded at the time of entry on Tuesday 18 August - DO NOT send a USB stick to The Conference Company.
- 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 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 on disc/USB key.

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 18th August 2020 at 4pm

Late Entry – Thursday 20th August 2020 at 4pm

- On time entries must be delivered to The Conference Company and be received by 4.00pm on Tuesday 18th August

The Conference Company

2020 Effie Awards
31C Normanby Road
Mt Eden 1024
Auckland

Phone: +64 9 360 1240
Fax: +64 9 360 1242.

- Late entry deadline **with prior approval** for a 48hr late penalty entry must be obtained from effie@theconferencecompany.com by Monday 17th August 2020. 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 20th August 2020. Entries will not be accepted after this date.
- The Effie Awards Show is scheduled for Thursday 29th October 2020 at Eden Park, Auckland.



ENTRY FEES – MEMBERS

Communications Council Members and Sponsors

ENTRY FEES

Entries received by 4.00pm Tuesday 18th August 2020

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

LATE ENTRY FEES

Prior approval granted to enter AFTER 4.00pm Tuesday 18th August and BEFORE 4.00pm Thursday 20th August 2020

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	\$1,000.00	\$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	\$30.00	\$230.00



ENTRY FEES – NON MEMBERS

ENTRY FEES

Entries received by 4.00pm Tuesday 18th August 2020

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

LATE ENTRY FEES

Prior approval granted to enter AFTER 4.00pm Tuesday 18th August and BEFORE 4.00pm Thursday 20th August 2020

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	\$1,000.00	\$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	\$30.00	\$230.00



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 3% commission fee when paying by credit card.

Bank Transfer to the Commercial Communications Council Bank:

BNZ Ponsonby

Account: 02 0248 0238645 00

Reference: Effie 2020 + 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.

The credits submitted will be used to tally the 2020 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.

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

Publishing policy and permission

- Finalists and winners of 2020 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.

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?

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

Send the signed authorisation 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?



3.

2020 categories



NEW ZEALAND EFFIE AWARD CATEGORIES

The following Effie Award categories are intended as a guide for your campaign submissions.

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.

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 G. 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 H 'New product or service'.
- Campaigns entered into category A cannot be entered into category I (Limited budget).
- Campaigns entered into category S cannot be entered into any other category.

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 behavioral 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/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 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 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 push bikes to Porsches to 'puters. 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 over time.

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 and product or service must have launched within the eligibility period of 1 June 2018 and 30 June 2020. 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.

I. 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.

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 Media Campaign

Campaigns that set out with the explicit purpose of using social media 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 media. Judges are looking for campaigns that begin with a social idea, as opposed to advertising or integrated campaigns reformatted for a social media environment. 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 should demonstrate how this social activity resulted in a change in behaviour or a meaningful impact on the brand. You will need to measure and prove the commercial value of social through the direct effect it had on consumer behavior or perceptions for lasting change beyond the life of the campaign, 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 behavior, perceptual shifts and how it correlates with positive and sustainable business results.



M. Most Effective Use of Data

Campaigns that used progressive data methods or data technologies to crack an insight(s) 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 harness 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.

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 behavior in a way that has tangibly driven business effect.

O. 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 ground breaking 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.

P. 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'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 sustained commercial result.

Q. 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.

R. 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.

S – Topical Marketing (Current Events)

Entries in this category cannot be entered in any other category. This category is ONLY for short-term impact campaigns that were developed as a result of or in response to the COVID-19 crisis. These campaigns were designed to work between March 2020 and end of June 2020, although results can be referred up to August 18. The campaign could've been a day, a week, or a couple of months. The entry should outline how the COVID-19 crisis impacted the business and the specific challenges the business then had to overcome. The entry should explain the insight and strategy, the excellent execution of the subsequent advertising or marketing campaign and how this campaign delivered great results in spite of the challenges thrown up by the crisis.



EXECUTIVE JUDGES' CHOICE AWARDS

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 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 provide evidence of sustained effects.

Individual Marketer of the Year

Awarded to the Marketer who is at the top of the Marketer's Leaderboard at the conclusion of The 2020 Effie Awards. The Leaderboard is calculated on points as per the Client of the year, but the points from 2019 will be combined with the results from 2020. 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 11.

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, Client of the Year, Marketer of the Year and Hardest Challenge do not receive points in the Global Effie Effectiveness Index.

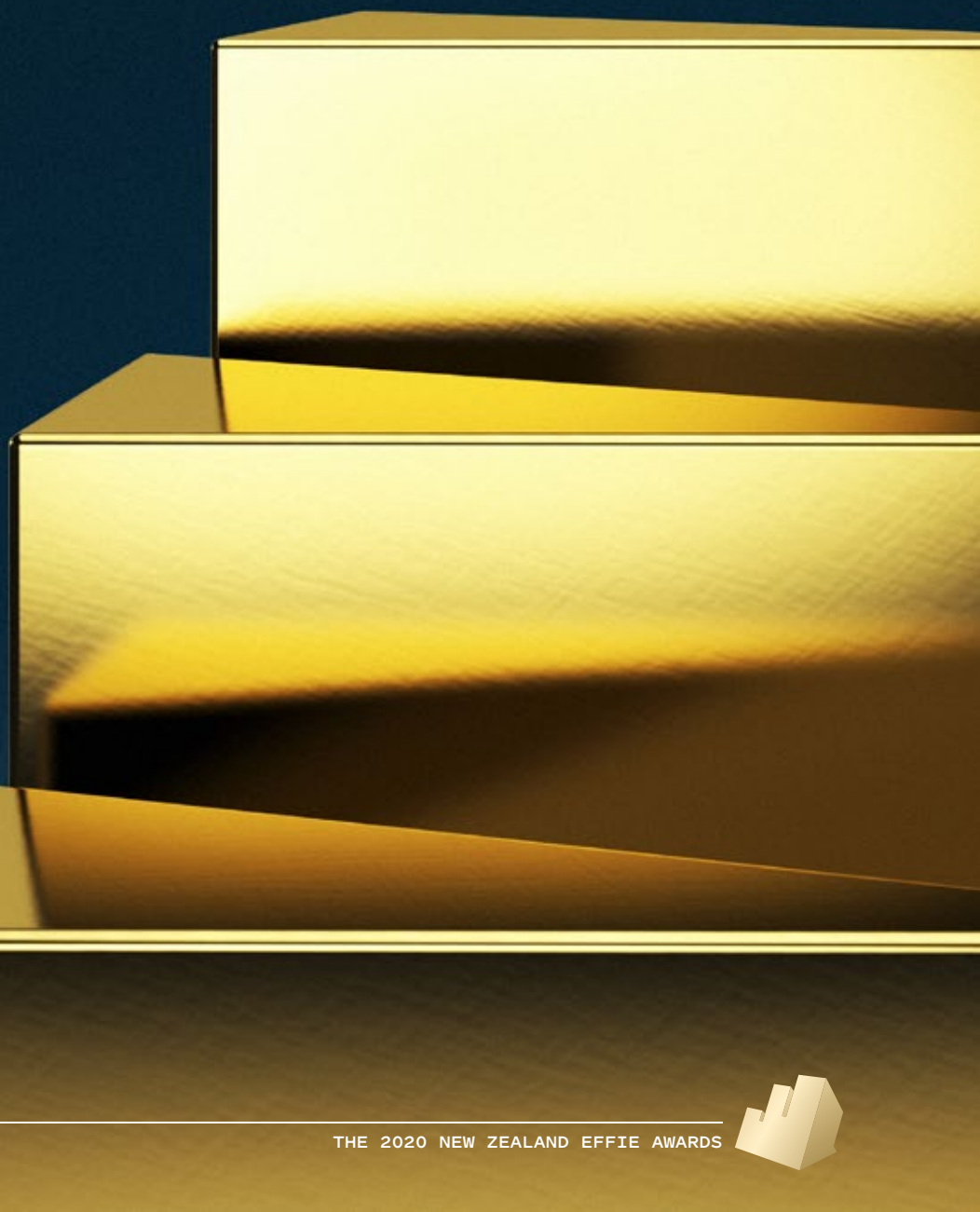
THE GRAND EFFIE® sponsored by TVNZ

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.

the
judging
process



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 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 (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 our 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.



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