



# Awarding ideas that work



# Contents

## INTRODUCTION

THE IMPORTANCE OF EFFIE SIMON LENDRUM	3
A VIEW FROM OUR SPONSOR CEO, SIMON POWER	4
EFFIE WORLDWIDE CALCULATION FOR EFFIE INDEX	5
THE JUDGING PROCESS	6
EFFIE STEERING COMMITTEE	7
IMPORTANT CHANGES 2022	7
KEY DATES	8

## 2022 CATEGORIES AND CRITERIA

EFFIE AWARD CATEGORIES	9
EXECUTIVE JUDGES' CHOICE AWARDS	14

## HOW TO ENTER

CONDITIONS OF ENTRY	16
HOW TO ENTER	16
AUTHORISATION FORMS	17
ENTRY FEES	17
CREDITS	18
PUBLISHING POLICY & PERMISSION	18

## ELIGIBILITY

REQUIREMENTS	20
RESULTS PERIOD	20
THE SCRUTINEERING PROCESS	20
REASONS FOR DISQUALIFICATION	21
OTHER POINTS TO NOTE	21
EVIDENCE OF RESULTS	22
CAMPAIGN MATERIAL (ALL ENTRIES)	22
DATES, DEADLINES AND FEES	23

## CHECKLIST

CHECKLIST	24
-----------	----

SPECIAL THANKS TO OUR  
AMAZING SPONSORS



# 01

## *Section one: Introduction*

### THE IMPORTANCE OF EFFIE

SIMON LENDRUM

We are now in our 20th year of the Aotearoa Effie Awards. For two decades, the Effies have enabled agencies and marketers to share insights that enable effective advertising to flourish in New Zealand. As a global effectiveness platform, Effie also enables our stories of success to travel far and wide, building New Zealand's reputation as a market that time and again delivers creative strategy and execution with proven results.

It is worth taking stock, at this significant anniversary, to ask ourselves why we invest considerable time entering the Effie Awards. What is the purpose of documenting past success?

The obvious answer is this: We can only take ownership of outstanding results when we can also illuminate the path that led to them.

There are multiple reasons that sales grow, behaviour change, and perceptions shift. The Effie process forces us to consider all these factors and demonstrate how particular outcomes were the direct result of the advertising campaign. Documenting success in an Effie paper has three significant impacts:

1. *Building the evidence for marketing investment.* A great Effie case study is demonstration of a marketer's worth. Advertising can create value where there was none and the Effies are a chance to document this and persuade our commercial leaders that with the right talent in place, the real risk lies in not advertising.
2. *Inspiring others and lifting the bar across our industry.* Even the most experienced judges remark on the privilege of reading great Effie papers. Gaining insight into categories beyond our own sharpens our capability and refreshes our passion for the work that we do.
3. *Providing structural guidance for strategic thinking.* The questions we are asked to respond to in the Effie entry paper are the same questions we should be asking when faced with a new challenge facing the brands and organisations we work with every day. If we approach every new brief as a potential Effie case study, the tide will rise across the industry.

Recognising what good looks like helps us move towards it and away from the conditions for failure. The Effie Awards is an annual reminder that great work is within our reach. The first 20 years of Effie in Aotearoa have ensured that great thinking is documented, celebrated and learned from. As you write your entries this year, do so in the knowledge that you will be contributing to, and inspiring, success in the years ahead.

Simon Lendrum  
CEO  
Commercial Communications Council

# 01

---

## A VIEW FROM OUR SPONSOR SIMON POWER

We are fiercely proud of our Aotearoatanga, or “New Zealandness” at Te Reo Tātaki (TVNZ). Alongside inspiring Kiwi audiences, championing local business success is what drives us.

Each year, we feel privileged to connect 1000 businesses to the 2 million Kiwis who watch TVNZ on their screens every day. Yet while we help those organisations speak to their customers, it’s you who helps them find their voice. We can’t champion local businesses if their stories aren’t being told in clever, engaging and effective ways.

That’s why it’s so important for us to celebrate the best of New Zealand’s marketers with the Effie Awards. Now in our 20th year of sponsoring the awards, we’ve seen winners from powerhouses of global marketing companies, as well as independent and boutique creatives. We’ve seen winners from multinational brands, and from homegrown businesses. We’ve seen how both for-profit organisations and non-profit public agencies can deliver exceptional marketing results.

These organisations might be diverse, but what they all have in common is you: Kiwi marketers who bring world-class campaigns to our corner of the world. Championing local business success is our goal, and the formidable entries from this competition prove that it’s yours, too. We’re looking forward to seeing this year’s submissions and celebrating with all of you on October 20th.

Simon Power  
CEO  
TVNZ

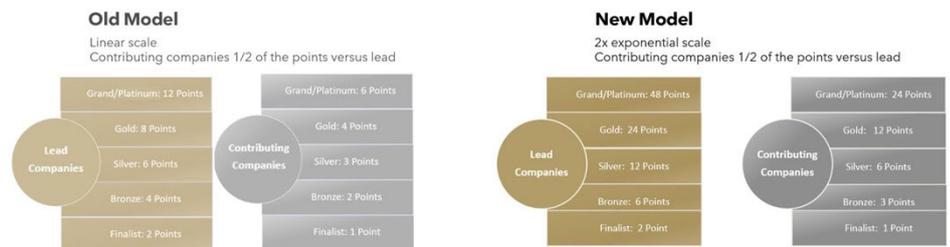
# 01

## EFFIE WORLDWIDE ANNOUNCES UPDATED CALCULATION FOR EFFIE INDEX

**EFFIE WORLDWIDE have changed the way that points are awarded to better reward quality.**

The Effie Index identifies and ranks the marketing industry's most effective marketers, agencies and brands - globally, regionally and locally, as well as within industry sectors - by analysing winner and finalist data from 50+ Effie Awards competitions worldwide.

Ten years after its inception, Effie Worldwide has evolved the Effie Index calculation method from a linear to exponential scale in order to further recognize the most effective marketers each year.



Winning an Effie is a significant achievement, and the refreshed Index model is designed to shine an even brighter light on the case studies that excelled at the highest level. In recognition of collaboration and in support of teamwork across companies, the weighting between Lead and Contributing companies remains the same across the previous and new Index calculation method.

The evolution is the outcome of ongoing consultation with marketers spanning disciplines across the industry, as well as the organisers of local Effie programs around the world on behalf of their networks who have provided their expert opinion and independent guidance to ensure the local Effie Ranking and the Effie Index remain relevant and representative of our global industry.

The Index provides an insightful glimpse into who is delivering Ideas that Work across the globe and acts as a benchmark for excellence in marketing effectiveness, allowing marketers to compare their performance with that of their peers.

# 01

---

## 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 are 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 of 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.

# 01

## EFFIE STEERING COMMITTEE

**Lisa Divett**  
Strategist  
Independent

**Rupert Price**  
Chief Strategy Officer  
DDB

**Rory Gallery**  
Head of Strategy  
Special Group

**David McIndoe**  
Head of Strategy  
Saatchi & Saatchi

**Deborah Brown**  
Client Service Director  
MBM

**Anna Gunnell**  
Head of Planning  
VMLY&R

## IMPORTANT CHANGES 2022

There are a few things which are new this year. We have a new awards platform, which should hopefully make your lives a little easier when it comes to uploading the papers. But as we know whenever there is a change, people tend to freak out a little. So please read the how to enter instructions carefully, familiarise yourselves with any changes and give yourselves some time to get used to the new.

We've also got a couple of category changes. First up we are removing the "most integrated" category. While some of you might lament this removal this category was feeling like a hangover from a bygone era when the default channel was solely free to air TV and we needed to encourage agencies to think beyond the 30" spot. We've travelled beyond that moment in time, and as such we've also introduced a couple of exciting new categories this year.

The first being Customer Experience and the second being Diversity, Equity and Inclusion. The inclusion of these two categories feel like an important reflection of today's marketing landscape and critically in regards to DE&I an acknowledgement of the work which uses our skills as marketers to better understand, reflect, connect and continue to shape an Aoteroa we can be proud of for generations to come.

As a Steering Committee we are acutely aware of our responsibility to continuously educate regarding best practice within our industry. However with the inclusion of the DE&I category this year we are anticipating that we too will be educated and we are excited about understanding the mahi that some of you are engaged in to authentically represent the voices and needs of the many communities which make up Aoteroa, and whom have often been underrepresented. As such we will be ensuring the executive judges are appropriately matched to the sensitivities that may be required in the assessment of these papers.

Additionally, we've also made a significant change to how we are awarding the most effective marketer of the year, and it too requires a written submission. We are looking to award individuals, regardless of their level of seniority who are committed to championing effectiveness both internally within their organisation and externally across their agency partners.

Congratulations are deserved right now, as you sit here reading this, contemplating the work you've been a part of producing that is able to be written up as an Effie this year. We are truly delighted that this year we may actually be able to come together in person to celebrate the most effective work of our industry. Work which emerged and been deemed to be successful in what has been an incredibly difficult time for many of us

Well done. Kia Kaha. I look forward to celebrating you all.

Lisa Divett, 2022 Convenor of Judges

# 01

---

## KEY DATES

<b>Call for Entries goes live:</b>	<b>Wednesday 22 June</b>
Entry Writing Workshop:	Wednesday 22 June
MATARIKI:	Friday 24 June
SCHOOL HOLIDAYS:	Saturday 9 - Sunday 24 July
<b>Entries close:</b>	<b>Tuesday 9 August</b>
Late entry deadline (fees apply):	Thursday 11 August
Preliminary Judging:	Tuesday 30 August - Tuesday 6 September
Finalists Announced:	Wednesday 7 September
Tickets on sale:	Wednesday 7 September
Category judging (Online):	Tuesday 13 - Monday 19 September
Category judging (In person):	Tuesday 20 September
Executive Online Judging:	Thursday 29 September - Thursday 6 October
SCHOOL HOLIDAYS:	Saturday 1 - Sunday 16 October
Executive Judging:	Tuesday 11 October
Effie Awards Show:	Thursday 20 October

**PLEASE NOTE: DUE TO THE NEW AWARDS PLATFORM WE HAVE MOVED TO, WE ARE NOT ABLE TO ACCOMMODATE ANY ENTRIES PAST THE EXTENDED DEADLINE. IN ORDER TO AVOID DISAPPOINTMENT, PLEASE ENSURE ENTRIES ARE DELIVERED IN FULL, ON TIME**

# 02

---

## *Section two: 2022 Categories and Criteria*

---

### **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. 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 (with the exceptions of Category U, Sustained Success, which has a limit of 3,000 words, and category V, Effective Marketer of the Year, which has a limit of 1,500 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 (Charity/Not for Profit) cannot be entered into category I (Limited Budget).
- 

#### **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/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

# 02

---

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, 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

# 02

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:*

- \_ 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.
- \_ 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.)

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.

## **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 2020 and 30 June 2022. 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. Customer Experience**

In this category, innovative single marketing & business activities or entire marketing programs will be awarded. You can submit any action or business idea regarding customer experience innovation that has had an exceptionally positive impact on the market position of a business, brand, product, or service. If communication was a significant element of marketing mix, work should be submitted in another competition category of Effie. Examples of eligible activities in this category include: design, technology or UX innovation for the customer experience; introduction/change of a loyalty program, introduction of a new distribution channel, app development, etc.

# 02

---

## **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, analytics, or technology to inform the strategic solution and shape its execution to market. This is more than using research data or statistics to generate an insight. Entries should explain how advanced data strategy, technology or analytics capabilities were integral to the formation and execution of the communication and creative solution and prove this delivered business or brand outcomes. Examples include (but are not limited to) data-driven personalisation that meet various audience segments, the application of AI and wearable tech.

## **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.

# 02

---

Strength of proof will rely on demonstrating the link between this activity and how it has shifted consumer perceptions and behaviour in a way that has tangibly driven 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 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.

## **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. Diversity, Equity & Inclusion**

This category applies to any campaigns, brand or non-profit, whose success was dependent on effectively and authentically connecting with specific cultural, ethnic, or underrepresented groups or communities (example: LGBTQIA+, people with disabilities, indigenous peoples, etc.). If the entry had multiple audiences, it is necessary to demonstrate results for the specific audience detailed in the entry. Identify any elements in the creative work or strategy that are specifically directed to this community and any relevant cultural differences, dynamics and/or nuances, traditions, values, linguistic characteristics, and their significance with respect to your submission. Judges may not be familiar with your particular segment, so this is your opportunity to showcase the details that they may miss.

## **U. 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

# 02

---

came from, where it's going and how it continued to deliver results for the client over a sustained period of time. **Word Count 3000.**

## **V. Effective Marketer of the Year**

This award celebrates clients who champion effectiveness. Open to clients who have entered Effie cases within the last 3 years and can demonstrate a culture and commitment to advertising effectiveness. The entry can be jointly submitted by the advertiser and the agency/agencies. **Word Count 1500.**

NOTE: Previous entrants may update prior submissions if they wish, noting the eligibility period.

---

## **EXECUTIVE JUDGES' CHOICE AWARDS**

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

### **Hardest Challenge**

Campaigns that begin with an extraordinary degree of difficulty and achieve the seemingly impossible. Judges are looking for evidence that the challenge to the agency was an extremely tough one 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 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 48 points, 24 points are awarded for Gold, 12 for Silver, 6 for Bronze and 2 for a finalist. Points are calculated and the winner is identified. Agencies listed as a contributing agency will also receive points as outlined on page 5.

---

Note:

A gold award that becomes the Grand Effie winner will not have double points awarded i.e. a Grand Effie contributes only 48 points, not 48 points plus the 24 points for the related gold award.

# 02

---

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

---

## **GRAND EFFIE® sponsored by TVNZ**

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

# 03

## *Section three: How to Enter*

### CONDITIONS OF ENTRY

**Eligibility period: marketing communications campaigns (and results) that ran in NZ between 1 June 2020 to 30 June 2022 will be eligible to enter.**

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 share 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 (with the exception of categories U and V).**

Entry forms are available from [commscouncil.nz](https://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
  - PowerPoint, additional information, binding of entry etc. will not be accepted.
  - Graphs may be inserted into the main body of the entry.
  - You will be copying and pasting the information into the awards portal so graphs will need to be saved as images or excel to be uploaded in the portal.

#### To Register

- \_ Click on the link to the online registration. <https://effie.awardsplatform.com/>
- \_ 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

# 03

**A downloadable list is available [here](#). This may assist with collating the data required for each entry. Note that this data will need to be copied and pasted into the portal itself.**

## 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 login 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 (except categories U & V).**
- \_ 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 forms are available to [download here](#). They should then be uploaded to the award platform with

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 [uploaded](#) with the relevant entry in the portal.

## ENTRY FEES

All categories	On Time Entries	Extended & Final Deadline
Members & Sponsors	\$600 + gst per entry	\$1,200 + gst per entry
Non-Member Agencies	\$1,600 + gst per entry	\$2,600 + gst per entry

Scrutineering is charged at \$200 +gst per entry

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 3.2% commission fee when paying by credit card.

# 03

---

Bank Transfer to the Commercial Communications Council Bank:

BNZ Branch: Ponsonby: 02 0248 0238645 00

Reference: Effie 2022 + 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 2022 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 2022 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.

# 03

---

## **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.

# 04

## Section four: Eligibility

---

### REQUIREMENTS

- \_ **Eligibility Period:** Marketing communications campaigns (& results) that ran in NZ **between 1 June 2020 and 30 June 2022** 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. 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 eligibility period but can extend into the period up to close of entry on 9 August 2022.
- \_ Campaigns previously entered in Effies 2021 will need to demonstrate NEW results post June 2021 to be considered for 2022.
- \_ Sustained Success Category: Only campaigns that ran for at least 36 months from 1 June 2019 (or earlier) to 30 June 2022 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.

# 04

---

## 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 to 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 2020 to 30 June 2022 (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.

# 04

---

---

## **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 9 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 and content**

- \_ Campaign material must be uploaded at the time of entry on Tuesday 9 August – **DO NOT** send a USB stick 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 provide links if no login is required and material is agency blind).

### **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.

# 04

---

---

## **DATES, DEADLINES AND FEES**

**On Time – Tuesday 9 August 2022 at 4pm**

**Late Entry – Thursday 11 August 2022 at 4pm**

- \_ ON TIME Entries must be uploaded and confirmed by 4.00pm on Tuesday 9 August.
- \_ Late entry deadline with prior approval for a late penalty entry must be obtained from [effie@theconferencecompany.com](mailto:effie@theconferencecompany.com) by Monday 8th August 2022. 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 11 August 2022. Entries will not be accepted after this date.
- \_ The Effie Awards Show is on Thursday 20 October.

**PLEASE NOTE: DUE TO THE NEW AWARDS PLATFORM WE HAVE MOVED TO, WE ARE NOT ABLE TO ACCOMMODATE ANY ENTRIES PAST THE EXTENDED DEADLINE. IN ORDER TO AVOID DISAPPOINTMENT, PLEASE ENSURE ENTRIES ARE DELIVERED IN FULL, ON TIME**

# 05

---

## *Section five: Checklist*

---

### **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?
- 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?
- Uploaded the Signed Authorisation Form to the entry portal?
- 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?