



# Celebrate our Silver Anniversary with a Gold.



The 25th Effie Awards Aotearoa.





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# Welcome to Effie Aotearoa

I'm excited to be again acting as this year's Convenor of Judges in the 25th year of the Effie Awards Aotearoa.

Much has changed in this time, but Effie remains the global gold standard for advertising effectiveness.

In preparing to convene judging for this year's awards, I've been reviewing the list of previous Grand EFFIE winners.

From Pam's Jamie Oliver campaign in 2002, to Tui's Catch a Million in 2014, and Speight's The Dance in 2020, to name but three, this list represents a wonderfully diverse range of campaigns.

But they all share one defining characteristic: above all else they proved to the judges how their strategic and creative thinking caused commercial results.

This year we're putting even greater focus and guidance into the way we judge the awards, to ensure judges identify and celebrate the very best examples of commercial effectiveness in Aotearoa.

By taking part in this year's awards, you are demonstrating your ambition to be recognised at the highest levels.

At the same time, you are ultimately contributing to a body of evidence to help others understand and learn how advertising creativity can be applied to solve business problems.

Developing an entry is an immensely satisfying and rewarding experience, regardless of whether you win.

The very process of evaluating your effectiveness helps identify best practice and showcase important learning, from which our entire client and agency community can benefit.

That said, preparing strong entries takes time and good planning. So, do get started early as an agency and client team to develop your strongest effectiveness cases.

To those about to enter, good luck. And may the most effective advertising win.



Murray Streets  
Convenor of Judges  
2026 Effie Awards Aotearoa



# A word from our Commercial Partner

In 2002, TVNZ was the lead sponsor of the inaugural Effie Awards in Aotearoa. In the 25 years since that first awards show the media landscape has transformed, as indeed we have transformed at TVNZ. But while our methods for reaching audiences have evolved, the fundamentals of effective advertising have remained resolute, and the role of Effie remains to be the ultimate platform for work that works. So we are very proud to have maintained our support of Effie throughout the past 25 years.

At TVNZ, we believe the most powerful ideas go beyond capturing attention in the moment; they create lasting connection, cultural relevance, and measurable impact. In a challenging economic environment, we've seen the industry respond with ambition and ingenuity, delivering work that proves effectiveness is the ultimate creative benchmark.

As we continue our transformation into a connected audience ecosystem, we're focusing on helping brands deliver stronger, more measurable outcomes. It is those outcomes that Effie is here to celebrate, and to shine a spotlight on the marketers and their agency partners that deliver, year after year, work that works.

We look forward to celebrating this year's entries, and marking this special anniversary with you all, at the Gala Dinner on 22 October.



Jodi O'Donnell  
CEO  
TVNZ



# Key Dates

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EARLY BIRD DEADLINE	Tuesday 16 July
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ON TIME DEADLINE	Tuesday 23 July
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EXTENDED DEADLINE	Thursday 30 July
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CREDIT AMENDMENT DEADLINE	Thursday 6 August
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ROUND ONE JUDGING	Thursday 20 August - Thursday 3 September
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ROUND TWO JUDGING	Tuesday 8 September - Tuesday 29 September
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EXECUTIVE JUDGING	Tuesday 29 September - Thursday 8 October
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AWARDS SHOW	Thursday 22 October
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# Entry Fees

ALL CATEGORIES	EARLY BIRD ENTRIES	ON TIME ENTRIES	EXTENDED DEADLINE
Comms Council Members & Sponsors	\$700 + GST per entry	\$1300 + GST per entry	\$1600 + GST per entry
Non Member Agencies & Other Entrants	\$1300 + GST per entry	\$1900 + GST per entry	\$2200 + GST per entry
New Entrant*	\$600 + GST per entry	\$1100 + GST per entry	\$1300 + GST per entry

Scrutineering fee is charged at \$200 +GST per entry.

Credit amendment is charged at \$300 + GST per change.

Payment for entries is required on submission and can be made in the following ways:

- Visa or MasterCard through the online form. Note there is a 3.2% commission fee when paying by credit card.
- Bank Transfer to the Commercial Communications Council Inc:  
BNZ Branch: Ponsonby: 02 0248 0238645 00  
Reference: Effie 2026 + Company Name

Entries will not be judged unless all monies have been received. Entry Fees are non-refundable.

\*New entrants are defined as entrant companies (agencies) that have not entered Effie Awards Aotearoa in the last 8 years.

If you are unsure if you qualify for this criterion, please contact [awards@commscouncil.nz](mailto:awards@commscouncil.nz) for clarification prior to submitting your entry.



# Eligibility

## GENERAL

To be eligible for the Effie Awards Aotearoa, the campaign must have run in New Zealand during the period 1 June 2024 to 30 June 2026. (The exception is for entries to Sustained Success, for which campaigns must have run for at least 36 months, starting from 1 June 2023 (or earlier) through to 30 June 2026).

Campaigns may have been introduced and run prior to this timeframe, but the bulk of the data must relate to the eligibility timeframe. It is, of course, permitted to include data from outside of the results period to enable the context and challenge to be understood, but results will only be considered for data in this eligibility period and geography.

Data and creative work must be isolated to Aotearoa. If it is deemed necessary to include data from other geographies to provide context for New Zealand success, it is the responsibility of the author to provide clarity to the judges, and to be sure to isolate Aotearoa data. Failure to do so may result in the data being disregarded.

It does not matter where the campaign was created or who it was created by, but only marketing campaigns that ran in Aotearoa and have local results are eligible for entry. This is an Effie Worldwide ruling.

The exception to this rule is entries to the International Marketing category, which is intended for campaigns that were conducted in other geographies, but which demonstrate results in New Zealand.

The Effie Awards Aotearoa is an agency-blind competition. Therefore, agency names and/or logos should not be shown anywhere in the entry form, campaign material or on any other materials seen by the judges. Failure to adhere to this will result in scrutineering fees and requests to change your entry.

## PREVIOUS ENTRIES

2025 Gold Effie winners can only re-enter a category in which they did not win Gold. Silver, Bronze and Finalists from 2025 may re-submit their work again in 2026, provided they have additional results to share. Entries that did not advance in the competition may re-enter without restriction.

Past Gold Sustained Success winners can re-enter Sustained Success categories if there is a two-year gap from the last entry. That is, Gold winners from 2024 are eligible. The onus is on the entry to demonstrate additional results that fall within this year's eligibility period.



# Categories

All categories are listed in three sections.

All entries must be no longer than 2,500 words (unless stated otherwise).

Only campaigns introducing a NEW brand, product, service or variant can be entered into B01. New Product or Service.

Campaigns entered into category A13. Charity/Not for Profit cannot be entered into category B02.

Entries in category A11. International Marketing cannot be entered in any other categories (but are eligible for Executive Awards).

Gold, Silver and Bronze Effie awards are given in each category at the discretion of the judges. There may be instances where awards may not be given in all categories.

LIST A	LIST B	LIST C
INDUSTRY CATEGORIES	SPECIALIST CATEGORIES	EXECUTIVE AWARDS
Only one entry per campaign is permitted in this list.	Up to four entries per campaign are permitted in this list.	Categories in this list are not entered.
A01. Food Service/Restaurants	B01. New Product or Service	C01. The Grand Effie®
A02. Retail/Etail	B02. Limited Budget	C02. Hardest Challenge
A03. Business to Business	B03. Customer Experience	C03. Most Effective Advertiser of the Year
A04. Food, Confectionary and Snacks	B04. Content or Social-First Campaigns	C04. Most Effective Agency of the Year
A05. Beverages	B05. Most Original Thinking	
A06. Other Consumer Goods	B06. Clever Use of Research/Data	
A07. Consumer Durables	B07. Most Effective PR/Experiential Campaign	
A08. Financial Services	B08. Short-term Success	
A09. Telcos & Utilities	B09. Insights & Strategic Thinking	
A10. Other Consumer Services	B10. Diversity, Equity & Inclusion - Community Engagement	
A11. International Marketing	B11. Positive Change	
A12. Social Marketing/Public Service	B12. Brand Renaissance	
A13. Charity/Not for Profit	B13. Sustained Success	



# Categories

## List A

A01. Food Service / Restaurants	This category applies to all Food Service, including dine in, takeaway and delivery.
A02. Retail / Etail	Stores and/or websites including ecommerce.
A03. Business to Business	Companies targeting other companies; business marketing as opposed to consumer marketing.
A04. Food, Confectionary & Snacks	FMCG businesses selling all things edible. QSR and delivery food services should enter A01.
A05. Beverages	Alcoholic, non-alcoholic drinks, health tonics, water.
A06. Other Consumer Goods	All fast-moving consumer goods products not covered in categories A04 and A05.
A07. Consumer Durables	<p>Any product which is not purchased on a regular basis, and where there is a high involvement decision-making process.</p> <p>For instance; motor vehicles, white goods, brown goods, household furnishings, electronics and pharmaceuticals.</p>
A08. Financial Services	All financial services, including banking, insurance, investments, etc.
A09. Telcos & Utilities	Telecommunications will be judged alongside Utility providers. Clarity of challenge and category context will be essential to help evaluate your entry.
A10. Other Consumer Services	Open to companies, whose main focus is providing a service to the consumer not identified in A08 or A09. For instance, airlines, hotels, domestic tourism, or entertainment.



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### A11. International Marketing

Campaigns that run in other countries but designed to generate financial, sales or other results in New Zealand. Campaigns will be for New Zealand based organisations, developed here but run elsewhere, with the specific and sole intent of generating results in New Zealand.

For example, a New Zealand e-commerce site that markets in other geographies but that manage the sales process and collect revenue in New Zealand; or

in-bound tourism campaigns where results such as visitor numbers, spend, etc are recognised in New Zealand.

Specifically excluded from this category are New Zealand brands that sell products in other markets where the revenue is recognised with a local subsidiary or distribution market outside of New Zealand.

If in doubt about eligibility, please contact the Convenor of Judges prior to developing your entry.

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### A12. Social Marketing / Public Service

Includes campaigns designed to promote social or behavioural change. Typically involves government departments, local bodies, NGOs or community service campaigns.

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### A13. Charity/Not for Profit

Promoting not for profit organisations, special interest groups, or charitable societies. Typically fundraising or promoting the work of the charity.

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# Categories

## List B

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### B01. 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 2024 and 30 June 2026.

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.

Judges will be looking to reward both the communications of the New Product but also rewarding evidence of the development of the product itself being a result of client and agency collaboration.

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### B02. Limited Budget

Entrants in category A13. cannot enter this category.

Campaigns with a total production and media spend of \$250,000 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.

The budget limit of \$250,000 must include the cost of any promotional prizes or incentives. If any media has been provided at non-commercial rates, this needs to be calculated at rate card equivalent. Entrants should indicate if any production has been provided at non-commercial rates.

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### B03. 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, store design, etc.

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### B04. Content or Social-First Campaigns

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, informational content that influenced brand and business results, or social-first campaigns that leveraged the distinct capabilities of social platforms to drive 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.

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### B05. Most Original Thinking

In this category entrants must demonstrate a high level of effectiveness and clearly articulate why the campaign deserves an award for Original Thinking.

We're looking for the sort of work that makes you wish you'd thought of it, that encourages other brands to think differently.

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## B06. Clever Use of Research/Data

Campaigns that used data, analytics, or other research to inform the strategic solution and shape its execution to market. This is more than using off-the-shelf research platforms to generate audience insights. It recognises the critical role that great research and data can provide at all stages of the development process.

We are looking here for examples of new research or data applications that unlocked previously hidden value; harnessing data to enable new ways to communicate; development of bespoke data platforms to change what was possible in reaching the right audiences; or textbook examples of unlocking audience understanding through smart research.

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## B07. Most Effective PR/Experiential Campaign

Campaigns that have a PR or Experiential idea at their heart. The kind of idea that sets out with the explicit purpose to get the media talking or involve consumers in a tangible experience that delivers on the brand's positioning or business objectives.

Judges are looking for campaigns that begin with a PR or Experiential idea, as opposed to marketing or integrated campaigns with a PR or Experiential element. Great use of sponsorship or partnerships could be entered in this category.

The judges will be looking for evidence of significant earned media, alongside commercial results. They'll need a clear rationale for why PR or Experiential was the right way to tackle the client's brief, and evidence of how the PR or Experiential activity measurably and materially drove the commercial result.

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

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## B08. 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.

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## B09. Insights & Strategic Thinking

Campaigns that showed the greatest fresh insights and strategic thinking to lead to the communications idea and achieve the marketing objectives. 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.

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## B10. Diversity, Equity & Inclusion - Community Engagement

This category has a word count limit of 3,000.

This category applies to any campaigns, brand or non-profit, whose success was dependent on effectively and authentically connecting with specific cultural, ethnic, or under-served groups or communities (example: Māori, LGBTQIA+, disabled people, Pacific Peoples, etc.). If the entry had multiple audiences, it is necessary to demonstrate results for the specific audience detailed in the entry.

Judges will be interested in not only the direct results of the work, but also the broader impacts of the work including the process of developing the work (e.g. journey you took to ensure authentic and meaningful connection with the community), and the indirect impact of the work (e.g. how the work either challenged or reinforced existing narratives about the community to a broader audience).

Judges may not be familiar with your particular audience, so this is your opportunity to showcase the details that they may miss.

Entries that aim to address issues faced by a marginalised group by speaking to a broader audience should enter category B11 Positive Change.

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## B11. Positive Change

This category celebrates work with objectives designed to have a positive impact on society, people and the planet. Diversity and inclusivity initiatives or campaigns targeting broad audiences on issues such as sustainability, inequality, poverty, prejudice, or disabilities.

The entry will need to demonstrate that efforts have measurably shifted audience behaviour towards better choices and/or grown demand by integrating relevant socially aware messaging into their marketing communications.

Entries could be either for commercial enterprises, brands, governments and not-for-profit organisations or philanthropic trusts.

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## B12. Brand Renaissance

This is an award for rebirth campaigns. To enter, your brand must have experienced a significant downturn in brand equity/ share followed by a period of at least six months of upturn sales. Entrants must detail the business challenge, the situation of the brand, the competitive landscape and how the effort succeeded.

Your entry must address the previous marketing investment and strategy as part of the entry context. Also, provide detail on the length of the rebirth.

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## B13. Sustained Success

Campaigns must have run for at least 36 months from 1 June 2023, or earlier, through to 30 June 2026.

This category has a word count limit of 3,000.

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 ideas. 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.

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# Categories

## List C

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### C01. 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 results for its client.

Executive Judges will evaluate the magnitude of the results, the return the client received on its investment, and the evidence that the return has been driven by the agency's campaign.

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### C02. Hardest Challenge

Campaigns that begin with an extraordinary degree of difficulty and achieve the seemingly impossible.

Executive Judges will be looking for evidence that the challenge was an extremely tough one and the solution delivered beyond expectations. Judges will favour entries that provide evidence of sustained effects.

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### C03. Most Effective Advertiser of the Year

Recognising the Advertiser organisation that achieves the most success in the 2026 Effie Awards Aotearoa.

The award is based on the weighted value of Gold, Silver and Bronze Effie Awards won by Client (Advertiser) organisations, as per the following table:

FINALIST	BRONZE	SILVER	GOLD	GRAND EFFIE®
2	6	12	24	48

A Gold Award that becomes the Grand Effie® will not have double points awarded - it will receive the highest points only. Similarly, in any individual category, points will only be received for the highest award received (i.e. a Gold will not also receive Finalist points).



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## C04. 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.

The award is based on the weighted value of Gold, Silver and Bronze Effie Awards won by both Lead and Contributing agencies, as per the following table:

CREDITED AS	FINALIST	BRONZE	SILVER	GOLD	GRAND EFFIE®
LEAD AGENCY	2	6	12	24	48
CONTRIBUTING AGENCY	1	3	6	12	24

A Gold Award that becomes the Grand Effie® will not have double points awarded - it will receive the highest points only. Similarly, in any individual category, points will only be received for the highest award received (i.e. a Gold will not also receive Finalist points).

Most Effective Agency, Most Effective Advertiser and Hardest Challenge do not receive points in the Global Effie Effectiveness Index. Nor does Hardest Challenge contribute to Most Effective Advertiser or Most Effective Agency points.

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# Writing Your Entry

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## Entry Form

Entry and authorisation forms are available to download from the Comms Council website.

Each category has a unique entry form; entries submitted with the incorrect category form are considered ineligible.

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## Word Limits

Word limits differ by category, so please ensure you have checked the restrictions for the category you are entering. Graphs are granted a 10-word exclusion threshold from the word limit.

Any entry which has exceeded its category word limit will be returned to you, as per our scrutineering policy. Failure to adhere to word limits may result in disqualification.

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## Agency Blindness

The competition is agency-blind. This means no mention of any agency should be included in judge-facing materials. If you need to provide a source for agency research, for example, please source it as 'Agency own research'.

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## 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 judges being directed to ignore data, resulting in low scores.

It is the responsibility of the author to clearly identify data that relates to the eligible period for results. Failure to isolate results data to this period of time may result in judges marking down the entry. Similarly, failure to isolate results data specific to Aotearoa may result in judges disregarding data.



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## Demonstrating the campaign was a good investment

The heart of a successful entry is the results section. Judges need to be convinced not only that the activity was responsible for the results you outline (distinct from other external factors that might be responsible, such as seasonality, the weather, changes in supply, total market growth, competitor activity, etc), but also that the campaign was a good investment.

While we have focused on ROI in the past, this is not necessarily the only solution. Not all campaigns set out to achieve explicit sales growth - the campaign may have had objectives such as maintenance of share, supporting price increases, reduced cost per acquisition and the like. In addition, non-commercial clients may have entirely different models of success.

Whatever the objectives were, particularly those that are not aligned directly to profit, your entry needs to provide clarity on both objectives and how success or failure to achieve those objectives was measured.

It is important to differentiate between soft measures - such as media performance metrics and social 'likes' - and hard business metrics. Judges will disregard soft metrics without convincing proof that they were fundamental to the subsequent business or behavioural outcomes.

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# Entry Materials

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## The Aotearoa Effectiveness Database Survey

This supplementary survey enables us to collect data that may not have been included in the entry. This survey will enable us to develop a database for case history analysis and insights. All data will remain confidential and be aggregated so it is unable to be linked back to an individual entry.

Completion of this survey is compulsory. All entries must complete the survey before the judging process commences in order to be eligible for entry into the Effie Awards Aotearoa.

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## Campaign Materials

Campaign material may not sell the written entry. Hype Reels are not permitted.

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.

You may submit up to five assets (images or videos of campaign execution). Examples include:

- One MPEG file containing up to three video executions. Separate each execution with a simple title slide (title + ad length only). URLs to hosting sites are not permitted – upload the files directly.
- One JPEG or PDF showing print executions (single or multiple). Do not include descriptions or sell – only the work as it appeared.
- One PDF showing a direct mail piece. Include as much of the piece as needed, without any sell or results.
- Apps or websites: include screenshots. A link may be provided only if no login is required and the material is agency-blind.

Multiple static examples (Print, OOH, DM) may be collated into one PDF or JPG, following the rules above.

Acceptable formats: PDF, JPG, MP3 (radio), MP4 or MOV. All photos must be submitted as JPGs, minimum 300dpi.



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## Credits

All entries are required to credit all creative and strategic partners who contributed to the marketing communications effort. You must credit the client. You'll be asked to credit:

- Lead Agency
- Additional Lead Agency
- Up to two Client organisations
- Up to four Contributing Companies

When recognising individuals who have contributed to the work, you may credit:

- Up to 10 primary credits
- Up to 30 secondary credits

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 - to ensure recognition for all who have contributed to success.

You must supply credits on submission of the entry.

Amendments to credits are permitted until Thursday 6 August 2026 and are subject to a \$300 + GST fee. Please contact the Comms Council Awards Team to request credit amendments.

Please be aware, Effie's policy is to honour those credited at the time of Entry if the case is a finalist or winner. Therefore, you may not remove or replace individual credits after the entry has been submitted.

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## Edited Entry

All entrants must grant publishing permissions on their entry. Should you not wish to publish your original entry, you can supply an edited version. In this case, you may redact confidential information, however you may not redact any section in its entirety, including results.

The spirit of this option is to enable entrants to mask, via indexing or redaction, only information that is deemed highly confidential and might provide active competitive advantage.

However, any redactions should not impede the overall telling of the story, nor remove elements that would enable the reader to understand why the case study was awarded.



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## Authorisation Forms

Authorisation forms are available from the Comms Council website.

They should be downloaded, completed, then be uploaded to the award platform as part of your entry.

The authorisation form must be signed by an office of the agency and/or entrant organisation acknowledging that the entry is a true and accurate representation of the media campaign and results, and giving permission for Comms Council to use at their discretion any material submitted to The Comms Council Effie Awards Aotearoa 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.

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## Hero Image

Hero images are used in finalist and winners publications, including show material. They are not visible to judges.

Please supply a high quality 16:9 image.

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# Submitting Your Entry

Head to this year's entry portal and login (you may have to register for an account).

You will be asked to supply the following information:

- Your entry title
- The name of the campaign that this entry is about
- The category you're entering
- Date of first media appearance
- Date of final media appearance (if applicable)
- Client name, network and location (region and country). Entries with multiple clients will be required to supply this information for all clients.
- The brand that this work was developed for
- The countries and global regions in which the campaign ran
- Any additional lead agency and contributing agency details (name, city, website and holding company)
- The publishing permission of your entry (entries that cannot be published as is must supply a publishable entry on submission)
- The sustainability efforts of the campaign

You'll be asked to upload:

- PDF upload of your written entry
- Campaign Material
- PDF upload of your publishable entry (if required)
- Credits of contributors to the campaign and/or entry (name, job title and company)
- A 'hero image' for use in finalist and winners publications, including show material
- PDF of your signed Authorisation Form



# Scrutineering

The scrutineering process is conducted by the Comms Council and will be carried out after all entry deadlines have passed.

Should the Comms Council 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 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 2024 to 30 June 2026 (Sustained Success excepted).
- Failure to complete the Aotearoa Effectiveness Database Survey prior to commencement of judging.

The Comms Council will review all entries to check only the following:

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## Correct entry form

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.

You must answer all questions, even those that have no score associated. Any unanswered questions may result in the entry being marked down or disqualified.

All text must be in a standard black font. All entries must be submitted in 10pt minimum font. Handwritten submissions will not be accepted.

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## Word count

The word limit will be strictly enforced. Any entry that exceeds its category word limit 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."



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## Agency Blindness

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.

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## Campaign Materials

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.

Permitted:

- Creative material that consumers actually saw, heard or experienced.
- Titles in between creative examples.

Not permitted:

- 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 or screen grabs of Facebook to illustrate "quotes".
  - 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. This extends to any links to files on share sites - if this is branded, amends will be requested and subject to a scrutineering fee.
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# Publishing Policy & Permission

Our Competition Terms and associated permissions granted by entrants have been updated for 2026. Full details on publication, confidentiality and use of entry materials are available below and further details in the Effie Awards Authorization Form (which contains our Competition Terms) available in at the Comms Council website.

It is important that you read and understand this Form, which contains the Competition Terms of Entry, prior to submitting your entry to the Competition. All finalists and winners of the Competition are published as outlined below. Entrants can also select to have their non-finalist case published.

Work submitted must be original and you must have secured rights to submit it.

## WRITTEN CASE

Effie stands for effectiveness in marketing, spotlighting marketing ideas that work and encouraging thoughtful dialogue about the drivers of marketing effectiveness. By providing permission to publish your written case, you are:

1. Bettering the industry. By allowing other marketers to learn from your success, you are inspiring the industry to raise the bar and make their marketing better.
2. Bettering the future leaders of our industry. Colleges and universities use Effie case studies in their courses, and Collegiate Effie participants learn how to write their own effective submissions by learning from yours.
3. Showcasing your team's success in achieving one of the top marketing honours of the year. Effie wins help attract new talent, prove the importance of marketing in business, and strengthen agency-client relationships.

## FINALISTS AND WINNERS

We respect that parts of certain entries may have information deemed to be confidential. Within the Entry Portal, entrants are asked to set the publishing permission for their written entry. Entrants select from the following options:

### 1. PUBLISH AS THE CASE WAS SUBMITTED

If you are a finalist or a winner, you can elect to agree that your entry may be published as it was submitted and may be reproduced or used by Effie as set out in the Effie Awards Authorization Form.

### 2. PUBLISH AN EDITED VERSION OF THE WRITTEN CASE (EDITED WRITTEN ENTRY)

Alternatively, you can elect to agree to submit an edited version of your case study for publication which may be reproduced or used by Effie as set out in the Effie Awards Authorization Form. Any edits must adhere closely to the original entry. While you may redact sensitive data, you may not redact any section in its entirety, including results.

The Edited Written Entry must be submitted to Effie Aotearoa at time of entry.

## NON-FINALISTS

Entries that are not finalists in the Competition may choose to have their entry materials published. Unless an Entrant has granted Effie permission to use their non-finalist entry materials, these will be used in aggregate form only.

If you are interested in having your entry materials published, regardless of whether or not you are a Competition finalist or winner, please select this option when entering. 26.



The written case is the only portion of the entry that should contain confidential information. For that reason, the written case is the only portion of the entry that is included in the above publication permission policy.

#### CREATIVE WORK & PUBLICITY MATERIAL

By submitting your entry, you are agreeing for your entry materials to be used as detailed in the Effie Awards Authorization Form. You must ensure you have all rights and consent to enable your entry material to be used as set out therein, including (but not limited to):

- submitting the entry materials to a jury for judging;
- having the entry materials included in a data set for Effie® research purposes that do not breach any confidentiality obligations we may owe you; and
- the use, publication and screening of Winner and Finalist materials by Effie, its affiliates, partners and authorized third parties.

Unless you are a winner or a finalist, or you have elected to grant Effie Global further publication or use rights, your entry materials will be used in aggregate form only.

Where you are a Competition winner or finalist, or you are not but you have elected to grant Effie Global these rights, your materials (which means: your creative work; a public summary; a public statement of effectiveness, the back-end data provided with the case, and a written case approved for publication by you in line with your publishing permissions) may be published and/or used by us, our partners, affiliates or other organizations associated with, or authorized, by us.

This includes but is not limited to: (a) publishing such materials in Effie's Case Library and upon other partner websites and/or publications; (b) using such materials to promote the Competition; (c) analysing the materials to create reports or commentaries on particular types or categories or entries; and

(d) displaying materials at public or private presentations. The Commercial Communications Council and Effie Global will respect your chosen publication preferences for your written case. Your materials should not contain any confidential information as they may be used at Comms Council and Effie Global discretion.

#### INDEXING DATA

While judging is confidential and entrants may select publication permission for their written case, Effie Aotearoa understands some entrants may still have concerns regarding sensitive information.

When presenting numerical data within the entry, entrants may choose to provide those numbers as percentages or indexes, so that actual numbers are withheld. As with all data points, be sure to include context, so the judges understand the significance of the data. Additionally, entrants have the option to select whether to publish their original written case or an edited version of the written case if the case is a finalist or winner.



# General Terms & Conditions

1. The judges' decision is final and no correspondence will be entered into.
2. All judges must declare any conflict of interest with any entry and recuse themselves from judging that entry.
3. The campaign must comply with all legal requirements. Non-complying campaigns will be ruled ineligible. Entries that have had a complaint upheld against them by the ASA will be ineligible unless the case study can demonstrate that any specific executions detailed in the upheld complaint had a minimal impact on results.
4. The creation of campaigns and entries should be in line with all relevant and applicable advertising Codes and Regulations.
5. Each entry must be for a bona fide client that has paid for media placement (or has detailed specific reasons for pro bono media support - e.g. Charity campaigns). Scam campaigns will not be eligible.
6. Comms Council reserves the right to exclude any entry including for reasons that an entry does not comply with the above rules or guidelines.
7. The campaign material, alongside the written entry, entered becomes the property of the Comms Council, Effie Worldwide and the Effie Awards Aotearoa and will not be returned. By entering your work in the Effie Awards Aotearoa, the Comms Council, Effie Worldwide and the Effie Awards Aotearoa are automatically granted the right to make copies, reproduce and display the campaign material and the case summaries for education and publicity purposes such as, but not limited to the Comms Council website, the Effie Awards Journal, Effie Worldwide website, Partner websites, press releases, newsletters, conferences, and the Effie Awards Aotearoa show.
8. The agency and the client warrant to Comms Council that neither the entry nor anything included in it or supplementary to it infringes the intellectual property rights of any third party, nor is it in any other way unlawful or injurious. The agency and client indemnify and hold harmless Comms Council on demand from and against any claim, damage, loss, cost, charge expense, outgoing or payment which the Comms Council pays, suffers, incurs or is liable for in respect of a breach of this warranty, whether arising before or after date of submission of the Entry Materials.
9. Comms Council reserves the right to re-assign an entry into an alternative category if it deems it appropriate.