

2025 Entry guide



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Thank you to our wonderful event sponsors:



Welcome to the 2025 Effie Awards Aotearoa

I'm excited and privileged to be acting as this year's Convenor of Judges.

Demonstrating the effectiveness of our industry's work is more critical than ever. As our economy and society seek to grow and change for the better, so in turn are the ways in which advertising and marketing evolve to achieve success.

Held in 55 countries around the world, Effie® Awards are the global gold standard for advertising effectiveness. They support best practice by sharing insights and learning about how agencies and clients work together to deliver results through their strategic and creative thinking.

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 contributing to a body of evidence to help others understand how creativity can be used to meet challenges and solve business problems.

Developing an entry can be an immensely satisfying and rewarding experience, regardless of whether you win. The very process of evaluating your effectiveness will help you make the case for further investment from your clients or your client C-suite.

That said, preparing strong entries takes time and good planning. So, I urge you to get started early working together as agency and client teams to develop your strongest cases.

To those about to enter, we salute you. And may the most effective advertising win.

Good luck.



Murray Streets
Convenor of Judges

What's New in 2025?

We introduced a number of changes in 2024. These changes were positively received and resulted in a smooth entry process, robust judging, and a suite of winning entries that reflected the very best in effective case studies for Aotearoa.

In 2025 we have decided to have a year of consolidation, keeping the mix of categories from 2024, enabling entrants to build upon their understanding of the awards programme and focus on delivering the best entries possible to further prove the case for effective advertising build on collective learnings from across our industry.

We have made one change, in response to feedback from entrants. We have increased the word limit for the Diversity, Equity & Inclusion - Community Engagement category. This is to allow entrants to tell us more about the journey required to deliver authentic communications and the impact of the development process on historically under-served communities.

A View from our Commercial Partner

The Effie Awards showcase the best and brightest of Aotearoa's marketing community. It's a night of celebrating campaigns and, as the 2025 theme states, a time to "share your masterpiece".

At TVNZ, we know the greatest ideas don't just spark momentary attention, they create lasting connection and impact. In a tough economic environment, we've seen the industry rise to the challenge to deliver innovative, creative and most importantly effective campaigns. TVNZ is once again thrilled to support the Awards and recognise exceptional work that has helped build brands and enabled business to thrive.

TVNZ reaches 2 million Kiwis each day, and every year we connect businesses of every size, shape and sector to these viewers. Sitting at the junction of audiences and advertisers means we're vested in seeing the very best marketing hit our screens. We're looking forward to acknowledging and celebrating those who've raised the bar yet again on the 23rd of October.



Jodi O'Donnell
CEO
TVNZ

Key Dates and Entry Fees

Early Bird Deadline	Tuesday 22 July
On Time Deadline	Tuesday 29 July
Extended Deadline	Thursday 31 July
First Round Judging	Thursday 21 August – Thursday 28 August
Second Round Online Judging	Tuesday 2 September – Monday 15 September
Second Round In-person Judging	Thursday 18 September
Executive In-person Judging	Thursday 16 October
Awards Show	Thursday 23 October

Entry Fees

All categories	Early Bird Entries	On Time Entries	Extended Deadline
Members & Sponsors	\$700 +gst per entry	\$1,300 +gst per entry	\$1,600 +gst per entry
Non-Member Agencies	\$1,300 +gst per entry	\$1,900 +gst per entry	\$2,200 +gst per entry
New Entrant*	\$600 +gst per entry	\$1,100 +gst per entry	\$1,300 +gst per entry

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

*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 for clarification prior to submitting your entry.

Eligibility

To be eligible for the Effie Awards Aotearoa, the campaign must have run in New Zealand during the period 1 June 2023 to 30 June 2025. (The exception is for entries to Sustained Success, for which campaigns must have run for at least 36 months, starting from 1 June 2022 (or earlier) through to 30 June 2025).

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 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

2024 Gold Effie winners can only re-enter a category in which they did not win Gold. Silver, Bronze and Finalists from 2024 may re-submit their work again in 2025, 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 2023 are eligible. The onus is on the entry to demonstrate additional results that fall within this year's eligibility period.

Category Overview

Category Awards

All categories are listed in two sections:

LIST A - Industry Categories (only one entry is permitted in LIST A)

LIST B - Specialist Categories (up to 4 entries per campaign)

Gold, Silver and Bronze Effies are awarded in each category at the discretion of the judges. There may be instances where awards may not be given in all categories to uphold the integrity of rewarding genuine effectiveness.

In any category, your first challenge is to convince the judges that the campaign was effective. You then need to convince them why your entry merits an award in the category you have entered.

DO NOT fall into the 'cut and paste' trap. Judges will be instructed to evaluate entries against the specific criteria for each category.

Special Awards

In 2025, the Executive Judging Panel will award the following Awards:

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. 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.

Hardest Challenge

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

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 Entrant Organisations, alongside finalist

entries. The Grand Effie will receive 48 points, 24 points are awarded for Gold, 12 for Silver, 6 for Bronze and 2 for a finalist.

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

Category Lists

Entry Rules

- All entries must be no longer than 2,500 words (with the exceptions of B13. Sustained Success, which has a limit of 3,000 words and B10. Diversity, Equity and Inclusion - Community Engagement, which has a limit of 3,000 words).
- A campaign can only be entered into one of the categories in List A.
- A campaign can be entered into a maximum of 4 categories in List B.
- 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 Special Awards).

List A Industry Category	List B Specialist Categories
Only 1 entry permitted from this list	Up to 4 entries permitted
A01. Food Service/Restaurants	B01. New Product or Service
A02. Retail/Etail	B02. Limited Budget: Less than \$250,000
A03. Business to Business	B03. Customer Experience
A04. Food, Confectionary and Snacks	B04. Content or Social-First Campaigns
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 Revitalisation/Transformation
A13. Charity/Not for Profit	B13. Sustained Success

LIST A

A01. Food Service/Restaurants.

Food Service, whether dine in, takeaway, or delivery services all apply to this category.

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 and 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

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.

A08. Financial Services

All financial services, including banking, insurance, investments, etc.

A09. Telcos and 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, entertainment.

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.

A12. Social Marketing/Public Service

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

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.

LIST B

For entries in categories in List B, judges will be looking for cases that are tailored to the specifics of the category. Entries that are simply repeats of the entry from List A will have a tougher challenge winning here versus entries that help the judges understand why they should consider the entry specific to the category.

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 2023 and 30 June 2025.

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.

B02. Limited Budget: Less than \$250,000

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.

Note: 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.

Entrants in category A13. cannot enter this category.

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.

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.

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.

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. It might be a textbook example of unlocking audience understanding through research, but equally, it might be an example of harnessing modern data capabilities to inform a campaign in real time.

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.

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.

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.

B10. Diversity, Equity & Inclusion – Community Engagement

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. **Word Count: 3000**

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 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.

B12. Brand Revitalisation/Transformation

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.

Note: 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.

B13. 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 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.

Eligibility Period: Campaigns must have run for at least 36 months from 1 June 2022, or earlier, through to 30 June 2025. **Word Count 3000.**

Note on all category entries

We reserve the right to re-allocate entries into alternative categories if we deem them a better fit. We will alert entrants prior to any re-allocation.

Judging Process

Entries are judged in three phases by the industry's top marketing, advertising and research professionals. All entries judged to be of superior quality (finalists) then proceed to the category round of judging. In the category round judging, finalists in each category are judged against other finalists in their category.

1. First Round

All entries, including creative materials, 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. Second Round – 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 entry is read by each judge and scores awarded. Any conflicts are declared and those with conflicts exclude themselves from consideration of those entries. The category judges identify recommendations for metal, providing these recommendations to the Executive Judging Panel.

No more than four awards will be awarded in a category. No more than two of the same level awards should be given in a category and only in the case of a tie. i.e. There may be 1 gold, 2 silvers and 1 bronze awarded, but not 2 golds and 2 silvers. There is no minimum awards mandate, so some categories may not result in metal being awarded.

3. Executive Judging Panel

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

Entry Process

Conditions of entry

Eligibility period: marketing communications campaigns (and results) that ran in NZ between 1 June 2023 to 30 June 2025 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.

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.

Word counts and agency-blind entries

The maximum word limit is 2,500 (except Sustained Success and Diversity, Equity & Inclusion – Community Engagement categories). Words in graphs, schedules or footnotes will not be counted if kept under 20 words.

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'.

Any entry which breaks these rules will be subject to scrutineering fees.

How to Enter

Please note the word count of 2,500 words per entry (with the exception of Sustained Success and Diversity, Equity & Inclusion – Community Engagement categories).

Entry forms are available from 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, or other additional information, will not be accepted.
- Graphs may be inserted into the main body of the entry.

To Register and submit your entry

- Click on the link to the online registration. <https://effie.awardsplatform.com/>
- Add your email in the Login or Register section.
- Follow the onscreen instructions to register your details, upload your completed entry form and appropriate campaign material.
- For each entry, an Entry ID is automatically generated. Please include this ID in the header of each page of your entry.
- You will be asked to submit the following details:
 - o Agency, Agency network and holding company, Comms Council membership status

Adding 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), and
- Entry form and Campaign Material Upload.

Confirmation

- When you have completed your entry submission you will receive an email confirming your entry details.
- For each entry, an Entry Number is automatically generated.
- You must include this entry number in the header of each page of your entry. Each individual entry must have a unique entry number.
- The same entry may be submitted in more than one category but please note

that each individual entry must have its own entry form, entry number and copy of supporting materials.

- Your login allows you to update or change the details captured on the online registration form if need be.

Authorisation Forms

Authorisation forms are available on the entry portal. They should be downloaded, completed, then be uploaded to the award platform as part of your entry.

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 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.

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

The Global Effie Index Credits

The credits submitted will be used to tally the 2025 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.

Dates & Deadlines

Early Bird Deadline	Tuesday 22 July 4pm
On Time Deadline	Tuesday 29 July 4pm
Extended Deadline	Thursday 31 July 4pm

Please note: We are not able to accommodate entries past the Extended Deadline.

Payments

Payments 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:
 - o BNZ Branch: Ponsonby: 02 0248 0238645 00
 - o Reference: Effie 2025 + Company Name

Entries WILL NOT BE JUDGED unless all monies have been received. Entry Fees are non-refundable.

Publishing Policy & Permission

Finalists and winners of 2025 Effie Awards Aotearoa will be shared in various ways. Publication is at the discretion of the Comms Council, Effie Worldwide and the Effie Awards. Work submitted must be original and you must have secured rights to submit it.

Campaign Materials and Case Studies

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

Publication of Case Studies

- We respect that entries may have information deemed confidential. Within the Entry Portal, you are asked to set the publishing permission for your written Entry. You must select one of the following options:
 - o Publish as the case was submitted. If you're a finalist or a winner, you agree that your Entry may be published by us and by Effie as it was submitted and reproduced or displayed.
 - o Publish an edited version of the written case study. If you're a finalist or a winner, you agree to submit an edited version of your case study for publication by us and/or Effie, which will be reproduced or displayed. 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.

- The conditions of entry specify that entrants agree to their entries being published if they are GOLD winners. All Gold, Silver and Bronze winners will be available upon request.
- It is our 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.
- All entrants agree, by entering, to respond in a timely manner to requests for redacted entries for publication.

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.” (Sustained Success and Diversity, Equity & Inclusion – Community Engagement categories have different word counts).

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.

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 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. This extends to any links to files on share sites – if this is branded, amends will be requested and subject to a scrutineering fee.

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 2023 to 30 June 2025 (Sustained Success excepted).
- Failure to complete the Aotearoa Effectiveness Database Survey prior to commencement of judging.

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.

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.

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.

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.

Campaign Material

All entries are required to submit campaign material at the time of online registration by the deadlines. 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. Campaign material is meant to show the work as it was experienced by the consumer, not sell the written entry.

WE DO NOT ACCEPT CASE STUDY VIDEOS OR HYPE REELS.

Campaign material format and content

Campaign material must be uploaded at the time of entry by the deadline. We no longer accept USBs or hard copies of the work.

Campaign material is limited to a maximum of 5 assets (images or videos of campaign execution). For example:

- An mpeg with up to 3 video executions included would count as one asset. Multiple executions should be separated with a simple title slide (no 'sell', just the title and length of the ad). Urls to video hosting sites are not permitted. Please provide uploaded files.
- A jpeg or pdf for print executions – can be a single execution, or several executions. Do not include any descriptions or 'sell' of the work – simply the executions as they were seen by the audience.
- A single pdf depicting a direct mail piece – you can show as much of the DM piece as you are able, but do not include any 'sell' or results to the file. Just the DM piece as experienced by the consumer.
- Entries for websites or apps should include screen shots, and a link may be provided if no login is required and material is agency blind.
- If you have multiple static examples (i.e. Print, Out of Home, DM) you may collate these into a single pdf or jpeg as long as you follow the rules above.

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.

Final Submissions 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?
- ☐ Clearly isolated results data to the eligibility period and geography?
- ☐ Adhered to the category word count?
- ☐ Removed all agency branding and references and ensured no logos at all are included?
- ☐ Checked there are no creative elements or pictures in the written entry?
- ☐ Uploaded the Signed Authorisation Form to the entry portal?
- ☐ Uploaded a Separate Entry for Publication, if you wish to do so?
- ☐ Submitted your campaign creative material online?
- ☐ Nominated marketing clients behind each entry/campaign?
- ☐ Completed the Aotearoa Effectiveness Database Survey?

General Terms & Conditions

- The judges' decision is final and no correspondence will be entered into.
- All judges must declare any conflict of interest with any entry and recuse themselves from judging that entry.
- 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.
- The creation of campaigns and entries should be in line with all relevant and applicable advertising Codes and Regulations.
- 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.
- Comms Council reserves the right to exclude any entry including for reasons that an entry does not comply with the above rules or guidelines.
- 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.
- 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 Case Study.
- Comms Council reserves the right to re-assign an entry into an alternative category if it deems it appropriate.