

categories

faq

Product & Service Categories

There are over 30 product and service categories to choose from. You may only enter one product/service category per effort.

Specialty Categories

The Specialty Categories are designed to address a specific business situation or challenge. There are 30 specialty categories, with focuses on audiences, business challenges, health, media, and industry trends.

When entering into these categories, you should present your entry in a way that addresses the situation or challenge as outlined in the category definition. It is critical to thoroughly review these category definitions to ensure your effort meets the criteria of the specific category definition. Judges will down score your entry if you are missing information required by the category definition.

FAQs

• Can I enter one case into multiple categories?

Yes. You may enter an effort into one Product/Service category and multiple specialty categories. You will need to complete a separate entry form and pay the entry fee for each additional category.

Each entry should be customized to speak to the specifics of each entered category whenever possible. Judges are often frustrated when an entry clearly wasn't tailored for the category they are reviewing.

- **Health Effies:** Some Health categories are considered Product/Service, while others are considered Specialty. Entrants may choose one product/service category across ALL product/service categories (Health + Main).

The Effie Awards reserves the right to re-categorize entries, split/redefine categories and/or refuse entry any at any time. Test market entries are not eligible for the North American Effie Awards competition.

• What category should I enter?

Review [category definitions](#) and past winners in the [Case Study Database](#). If you are unsure if your case falls under the definition of a certain category, or you aren't sure which category it should be entered in, please write a brief synopsis of the case and the questions you have and email them to Steph Jones at steph@effie.org.

categories

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Do I need to use a special entry form for my category?

There are three entry forms for the 2017 competition:

- Main Entry Form
- Sustained Success Entry Form
- Positive Change: Environmental Entry Form

Additionally, some categories require the addition of a Creative Viewing Guide – see the audience category definitions for details.

Please keep in mind the Shopper Marketing Effies and the Global Effies are both separate competitions with separate entry kits, entry forms, and online entry areas.

Do I need to include translations for my non-English materials?

Entrants submitting creative materials that are not in English are required to provide written translation either via subtitles, as an additional 1 page added to the end of the entry form, or both. Judges prefer subtitles to be provided on the 4-minute creative video. When providing written translation, make sure to list creative materials in the order they appear on the video as follows: (e.g. Medium: Print “Title” translation, “Title” translation; Medium: OOH “Title” translation, etc.)

Can I re-enter past winning work?

You may re-enter past winning work within the following requirements:

- Past Gold Effie winners for Effie North America can re-enter into a category in which they did not win Gold and can re-enter the same category where they won Gold after two years.
- Past Silver and Bronze Effie winners can re-enter into any category.
- Past Gold Sustained Success winners can re-enter the Sustained Success category after 3 years.
- Past David vs. Goliath winning brands (Gold/Silver/Bronze) are not eligible to enter the David vs. Goliath category in the subsequent year to their win.

categories

category outline

PRODUCT & SERVICE CATEGORIES

Agricultural, Industrial & Building
 Automotive - Aftermarket
 Automotive - Vehicles
 Beauty
 Beverages - Alcohol
 Beverages - Non-Alcohol
 Culture & The Arts
 Electronics
 Entertainment & Sports
 Fashion
 Finance
 Financial Cards
 Fitness & Wellness
 (Formerly Energy, Nutrition & Fitness)
 Government, Institutional & Recruitment
HEALTH
 Healthcare - OTC
 Healthcare - Rx - Consumer/DTC
 Healthcare - Rx - Devices
 Healthcare - Rx - Professional
 Healthcare Services
 Home Furnishings & Appliances
 Household Supplies & Services
 Insurance
 Internet & Telecom
 Leisure & Recreation
 Media & Entertainment Companies
 New Product or Service Introduction
 Office & Delivery
 Packaged Food
 Personal Care
 Pet Care
 Professional Services
 Real Estate
 Restaurants
 Retail
 Snacks & Desserts
 Software & Apps
 Transportation
 Travel & Tourism

SPECIALTY CATEGORIES & COMPETITIONS

GENERAL SPECIALTIES

Brand Experience
 Branded Content
 Branded Utility
 Business-to-Business
Carpe Diem: Products, Services
(Single Impact Engagement)
 Engaged Community
 Olympics Marketing
 Seasonal Marketing

BUSINESS CHALLENGES

Corporate Reputation
 David vs. Goliath
 Renaissance
 Small Budgets: Products, Services
 Sustained Success: Products, Services

HEALTH

Disease Awareness & Education: Pharma/Corporate, Non-Profit

MEDIA

Data-Driven / Programmatic
 Media Idea
 Media Innovation: Existing Channel, New Channel
 Creation
 Media Partnership Activation
 (Formerly Single Media Company Activation)

POSITIVE CHANGE

Environmental: Brands, Non-Profit
 Social: Brands, Non-Profit
 (Formerly GoodWorks)

SPECIALTY AUDIENCE

African-American
 Asian
 Hispanic
 Influencers
 LGBT Community
 Youth Marketing: Children; Teens & Young Adults

SPECIAL COMPETITIONS

Global Effies
 Shopper Marketing Effies (NA)

categories

product & services category definitions

- **Agricultural, Industrial & Building.** All related products, materials, tools and services.
- **Automotive - Aftermarket.** Gasoline, motor oil, tires, batteries, paint, quick-lube, oil change, muffler, transmission, windshield wipers, enhancements, etc.
- **Automotive - Vehicles.** Cars, trucks, motorcycles, vans, both brand and model advertising.
- **Beauty.** Products and services focused on beauty. Includes cosmetics, fragrances, hair products, nail products, etc.; beauty services such as salons, spas, etc. (For personal care items, please see the Personal Care category.)
- **Beverages - Alcohol.** Beer, champagne, liquor, wine, wine coolers, etc.
- **Beverages - Non-Alcohol.** Diet and non-diet soda, coffee, tea, juices, milk, milk substitutes, bottled water, sparkling water, etc. (Energy drinks should be entered into the Energy/ Nutrition Products & Services category.)
- **Culture & The Arts.** Plays, museums, music organizations, concert series, cultural festivals, theater festivals.
- **Electronics.** Audio and/or video devices such as TVs, radios, mobile devices, home entertainment (DVD/Blu-ray players), cameras, computer hardware, game consoles, laptops, tablets, sound systems, etc. Electronic devices may be aimed at consumers or businesses.
- **Entertainment & Sports.** Includes all forms of entertainment, e.g. video games, movies, programs (TV, online, radio), books, DVDs, games, toys, entertainment apps, etc. Sporting events such as the Super Bowl, sports teams, etc.
- **Fashion.** Brands of clothing, jewelry, handbags, accessories, eyewear, shoes, etc.
- **Finance.** Financial products and services including: communications promoting overall image and capabilities of a financial institution; specific products or services including financial planning, retirement funds, investment, home banking, loans, mortgage, mutual funds, traveler's checks, etc.
- **Financial Cards.** Credit, charge, debit, reward, loyalty, gift, phone and other cards.
- **Fitness & Wellness.** Products & services aimed at the fitness and wellness lifestyle. Includes fitness trackers, exercise equipment, vitamins, energy bars, drinks, etc.; fitness studios; weight loss and fitness programs/camps, training camps and facilities, etc.
- **Government, Institutional & Recruitment.** Municipal or state economic development, lotteries, utilities (i.e. electricity conservation messages), membership drives, educational institutions/organizations, armed forces marketing communications. Includes political messages and special interest/trade group communications.
- **Health Effies Product/Service Categories**
[jump to Health Effie section]

categories

product & service category definitions

- **Home Furnishings & Appliances.** Kitchen and laundry appliances, air conditioners, carpeting, furniture, decorator's supplies, paint, wallpaper.
- **Household Supplies & Services.** Cleaning products, waxes, detergents, floor-care products, fabric softeners, paper products, domestic services, mowers, fertilizers, lawn care, gardening services.
- **Insurance.** Communications promoting specific products or services related to insurance and the capabilities of financial institutions offering these services. All types of insurance are eligible (home, auto, financial, life, travel, business, etc.), with the exception of health insurance service providers – efforts for health insurance companies must be submitted into *Healthcare Services*.
- **Internet & Telecom.** Mobile network providers, high speed internet access services, online services, bundled communications (internet, telephone, and TV), etc.
- **Leisure & Recreation.** Recreational, sporting, and camping goods/services and other items/services intended for leisure activity.
- **Media & Entertainment Companies.** TV stations/networks, websites (entertainment, lifestyle, news, trade, etc.), magazines, newspapers, consumer or trade media, radio stations, broadcasters, etc.
- **New Product or Service Introduction.** Any communications effort used to introduce a new product or service that is not a line extension. Brand new products or new products in a new category are eligible.

Effie defines line extension as:

- Any variation of an existing product that shares the same brand name and is in the same category as the existing product and shares the same characteristics as the parent but offers new benefit (flavor, size, package, type, etc.)
- A derivative product that adds or modifies features without significantly changing the price
- Products that bear the same brand name and offer the consumer varied options (e.g. Diet version of drink)

Your entry must be written to address how your product and service was new and the situation you faced as a result of it being new. For example, what specifically was new? Why did the newness matter? Write the entry to address the category situation (new product/service introductions) similar to what you would do when writing your entry to address a category situation like sustained success, etc.

- **Office & Delivery.** Delivery: Overnight delivery, package tracking, international service, etc. Office: Printers, physical servers, fax machines, copiers, supplies, office furniture, etc.
- **Packaged Food.** Packaged and frozen foods both regular and diet/light.

categories

product & service category definitions

- **Personal Care.** Soap, dental products, face & body lotions and cleansers, cotton swabs, deodorants, feminine hygiene products, razors, shaving cream, etc. *(Items focusing on beauty should be entered in the [Beauty category](#).)*
- **Pet Care.** Animal care products and services of all types, including food, toys, veterinary and boarding services, training, breeders.
- **Professional Services.** Includes Business/Professional services such as accounting, consulting, legal, employment, etc.
- **Real Estate.** Real estate websites, brokers, homes, rentals, condos, malls, etc. Both commercial & residential real estate.
- **Restaurants.** Quick service, casual dining, mid-scale, white table cloth and other restaurants. Any type of restaurant may enter.
- **Retail.** Open to all retail / e-tail companies with general or specific merchandise. E.g., department stores; online retailers; clothing, shoes or jewelry stores; food retailers; movie/book stores; discount/bulk retailers; pet care; toy stores; specialty stores; etc.
- **Snacks & Desserts.** Ice cream, candy, chips, cookies, bakery items, nut, fruit & vegetable snacks, popcorn, etc.
- **Software & Apps.** Software, groupware, operating systems, SaaS/IaaS and Cloud based services, software/apps stored locally on a computer/tablet/mobile device, etc.
- **Transportation.** Air, train, bus/trolley, taxi, subway systems, bike shares, car rentals, ferries, etc.
- **Travel & Tourism.** Cruises, hotels, resorts, amusement parks, travel websites and booking services, travel tours, tourism campaigns, etc.

categories

general specialty category definitions

Brand Experience

This category is not for efforts that focused on TV, radio or print ads to connect with an audience. It is meant to showcase how you can create a brand experience beyond traditional advertising. Only work that truly brought a brand or product to life – either literally or virtually – and interacted with a specific audience to achieve desired objectives should be entered. You may have re-invented the product demo, re-imagined the pop-up store, or led a “brick and mortar” retail overhaul; you could have created a new game or interactive film experience that effectively showcases a new product or brand personality – it could have been anything. As long as you can prove it truly came alive and worked. The winners of this award will be the work that shows how advertisers are reaching out to their audiences to establish meaningful relationships, memorable, engaging experiences, and unique connections with their brands.

Entrants in the Brand Experience category must address how the brand experience related back to the overall brand strategy.

- **Note:** As with all Effie categories, you can enter whether your work brought the brand to life as the entire marketing effort or as part of the larger marketing program.

Note: Judges will expect to understand the ‘participation’ in the experience as a core factor.

Branded Content

This category is for efforts that effectively reached their audience through the creation of original branded content that is not advertising. The award honors branded content led ideas that are the heart of the communications program. Entrants must detail the content created, how it related back to the overall brand and business goals, how it was distributed to, and shared by, the audience, and the results it achieved for the brand and

business. Branded content may be produced and distributed by either publishers or independently.

Note: Judges will expect to understand why branded content was chosen as a tactic.

Branded Utility

This category honors marketers who are creating a product, or more likely a ‘service’, in response to the marketing or business challenge faced that is NOT being sold, but is part of the marketing program itself; the intention being to reflect and reinforce the central beliefs of the brand by providing utility to consumers. Entrants must detail the product/service created in response to the challenge, explain its role and objectives, how it was communicated to the audience, and obviously, the results it achieved.

- **Examples:** Free access to power at airports from a tech company, a training app for a sports brand, a new/unique online or offline content or services that complements the brand, hosting a community that provides shared wisdom and relief to anxious parents from a ‘mothers’ brand.

Note: Judges will expect to understand the ongoing utility to consumers of the product/service created and how it helped enhance the success of the brand.

Business-to-Business

This category is for marketing efforts from businesses targeting other businesses. Business-to-business efforts for any type of product or service, from any marketplace segment, are eligible to enter.

categories

general specialty category definitions

Carpe Diem

(formerly Single Impact Engagement)

- Carpe Diem – Products
- Carpe Diem – Services

This category is looking for those brands that had the insight to know how and when to “throw a stone into a pond” and maximize the ripple effect from that initial throw.

The cases entered into this category will show how to put a brand or product/service in an intensely bright spotlight to create immediate and measurable impact.

Winners will represent those who had the insight and creativity to craft those unexpected and unconventional moments for a brand. The best examples will see live experiences, moments, stunts, and tactics, online & off line, perhaps amplified through PR, social media, digital engagement, or even the use of content created in the moment to fuel paid campaigns.

This category spotlights those effective strategic efforts that were able to generate real desired results as a direct outcome from a **single significant moment of activity**.

Engaged Community

This category is about building effective, engaged communities that DO something beyond 'liking' a brand. Entrants will be brands that are creating content, experiences, platforms, news, etc. that get their communities to grow, engage, share, act or amplify messaging in a way that directly relates to the brand's goals. Entrants will need to state clearly how they defined effectiveness around the community, what they specifically achieved, and why the engaged community was significant for the development of the brand/business.

Olympics Marketing

This is an award for cases that had a targeted marketing strategy surrounding the 2016 Summer Olympics. Entries must detail the “why” behind their Olympic strategy and provide proof that the results were a direct result of the engagement with the Olympic marketing platform.

Both corporate campaigns and marketing efforts for individual brands that ran in North America (defined as U.S. and Canada) are eligible for this category. Entries must isolate & provide results for North America only.

- **Note:** The eligibility period for this category runs from October 1, 2015 through September 30, 2016.
- **Note:** If you are including results in the month of September 2016, you are eligible to an alternate entry deadline. Contact carrie@effie.org for details.

Seasonal Marketing

Seasons, holidays and events allow marketers the opportunity to build strategic communications based on the time-based interests of their target audience. This category will honor those efforts that effectively capitalized on a season, holiday or cultural event to drive results for their business.

- **Note:** The eligibility period for this category runs from October 1, 2015 through September 30, 2016.
- **Note:** If you are including results in the month of September 2016, you are eligible to an alternate entry deadline. Contact carrie@effie.org for details.

categories

business challenges category definitions

Corporate Reputation

This category is for communications that promote corporations, not exclusively their products. Includes sponsorships, image & identity. In addition to presenting metrics related to the reputation, entrants are encouraged to also address how these metrics relate to the business of the brand and why they are important.

David vs. Goliath

This is an award for smaller, new, or emerging brands:

- making inroads against big, established leaders
- taking on “sleeping giants”
- moving into a new product/service field beyond their current category and set of competitors to tackle a dominant leader

Entrants must detail the business challenge, the competitive landscape, and how their business succeeded despite the odds. You are required to define your competitive landscape, including the market difference between the David and Goliath to demonstrate why your brand was a David.

Judges will deduct from your case if you do not sufficiently prove that your brand is a David in the situation.

- Note: Winning brands (at any award level) in 2016's competition in this category are not eligible to enter this category in 2016.

Renaissance

This is an award for rebirth campaigns. To enter your brand must have experienced a downturn of several years and 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 renaissance.

Small Budgets

- Small Budgets – Products
- Small Budgets – Services

Cases eligible for this category must represent the only communications efforts for this brand (brand defined as listed in the “brand” question of the Effie entry form) during the time period that the effort entered ran.

To be eligible, an entry may not be for a line extension. Effie defines line extension as: a variation of an existing product with the same brand name and same category but with a new characteristic, a derivative of the product or service that offers modified features without significantly changing price; a product bearing the same name and offering a varied option (e.g. new flavor, diet version, etc.).

Value of donated and non-traditional media as well as activation costs must be included. When completing your entry form, be sure to designate “Small Budgets – Products” or “Small Budgets – Services” as the category (4A).

Budget eligibility is as follows:

- Local Efforts: \$1 million or less
- Regional Efforts: \$2 million or less
- National Efforts: \$5 million or less

categories

business challenges category definitions

Sustained Success

- Sustained Success – Products
- Sustained Success – Services

Products or service communications efforts that have experienced sustained success for **3 or more years** are eligible for entry. At a minimum, the case results must date back to August 31, 2013 and you must include the current year's results. Entries must have a common objective in both strategy and creative executions; with a continuation of core executional elements (e.g., spokesperson, song, theme, tagline, etc.) that demonstrates effectiveness over time.

To enter you must be able to provide data about the case in its first year, an interim year and the most current year. The current year's results must be included.

- **Note:** There is a special entry form and different creative requirements for the Sustained Success Award. The creative requirements, including different rules for the creative reel, can be found in the **Sustained Success section** and the **Sustained Success entry form**.

categories

health effies category definitions

The Health Effies

Health Effies honor effective marketing within the healthcare industry. A specialty jury, comprised of executives with experience in the healthcare marketing field, will evaluate cases in both rounds of judging to determine finalists and winners. Please note the OTC, Services, and Rx categories are considered Product & Service categories, while the Disease Awareness & Education categories are considered Specialty categories. Entrants may only submit into one product & service category (including both health and the main NA categories), but may submit into multiple specialty categories.

PRODUCT & SERVICE CATEGORIES

Healthcare - OTC

Marketing communications efforts for products that are sold without a prescription that address a specific illness, disease, or health issue. Efforts targeted to either healthcare professionals, patients and/or consumers are eligible for this award. Only products that address a specific illness/disease/health issue should enter this category – there are separate categories for *Personal Care* and *Beauty* efforts.

Healthcare - Rx - Consumer/DTC

Efforts for prescription required drugs that are directed to patients and/or consumers.

Healthcare - Rx - Devices

Marketing communications efforts that were developed for devices that address a specific illness/disease/health issue that require a doctor's prescription for surgical placement, use or purchase. Efforts targeted to either healthcare professionals and/or patients are eligible for this award.

Healthcare - Rx - Professional

Efforts for prescription required drugs and other healthcare products that are directed to healthcare professionals.

Healthcare Services

Marketing communications efforts that were developed for hospitals, HMOs, health insurance companies, referral services, dental and medical care services, pharmacies or chronic care facilities. Efforts targeted to either healthcare professionals, patients and/or consumers are eligible for this award.

SPECIALTY CATEGORIES

Disease Awareness & Education

*Note: Disease Awareness & Education efforts must enter one of these categories – they may not enter *Positive Change*.*

- Advocacy:** This category is for efforts produced by government, academic, or non-profit organizations to bring awareness/education to specific diseases/conditions. Efforts targeted to either healthcare professionals, patients and/or consumers are eligible for this award.
- Pharma/Corporate:** Efforts that were produced by Pharmaceutical companies/other corporate entities (electronic manufacturers, retailers, device companies, etc.) to educate and/or spread awareness about a certain disease or health issue. Efforts targeted to either healthcare professionals, patients and/or consumers are eligible for this award.

categories

media effies category definitions

The Media Effies

Effie Worldwide created the Media Effie Awards to reflect the ever-increasing importance of the use of media in driving effectiveness. A specialty jury, comprised of executives with media experience, will evaluate cases in both rounds of judging to determine finalists and winners.

Data-Driven / Programmatic (formerly Programmatic)

Data-driven / programmatic media is the application of data and technology to identify and match the right audiences to the right media at the right moments.

Programmatic submissions are expected to:

- Use data to understand the audience
- Utilize personalized/custom-tailored creative messages
- Deliver through programmatic mechanisms, throughout all channels used

These efforts should prove how they optimized media to business or brand KPIs and ROI based on the value of a custom audience. The best examples of data-driven / programmatic recognize the interplay and application of automated technology platforms and human intelligence to deliver to a precise audience and achieve the best results. To enter, your case must detail the role a programmatic media strategy played in achieving the brand and business goals.

Media Idea

This is about outstanding effectiveness as a result of media-led ideas. The line between what constitutes a creative idea and a media idea is blurring. There are occasions when the media idea drove the entire effort. Of course, media cannot exist without the content, but this award is intended to recognize those **cases that were led by the media thinking** – where the integration of media and message led to success. The award honors media-led ideas that are powerful enough to become the genesis of the communications program itself, to the extent that the program would not have been successful without the strategic media idea.

categories

media effies category definitions

Media Innovation

Changing the rules to maximize impact.

This award will showcase those who had the insight and creativity to change the way a particular media channel is consumed or to create a new channel. The award will go to those who reached out of the conventional approach to grab their audience and effectively engage with them.

Whether the effort was one execution or multiple, and/or used one engagement channel or multiple – the work must represent new and creative usage of the media channels we know and love, or have not yet met.

Enter your case into one of the following sub categories:

- 🍷 Media Innovation - New Channel Creation
- 🍷 Media Innovation - Existing Channel

Note: All entries must specifically address what was innovative and the results achieved. Write the entry to address the category situation and provide clear articulation of how the media was used innovatively.

Media Partnership Activation

(formerly Single Media Company Activation)

Some of the most effective work being done today is via partnerships between a brand **working with media owners** to create and activate a strategic, multi-touchpoint experience with their audience.

The winners of this award will represent those advertisers and media partners that knew exactly where and how to connect with their audience via the assets of a media company.

These partnerships demonstrate the innovative consumer connections that media companies can develop for advertisers via integrated communication channels centered on one strategic brand idea. Each activation channel is critical to delivering the overall effectiveness and impact of the campaign and shows the value media companies can deliver.

categories

positive change effies category definitions

in collaboration with the World Economic Forum

Positive Change: Environmental

The Positive Change: Environmental category celebrates efforts that have measurably shifted audience behavior toward more environmentally sustainable choices, and/or grown demand for more sustainable products and services by incorporating environmentally-conscious messaging into their marketing communications.

Winners of this award showcase how effective marketing communications that incorporates sustainable strategies can make a positive difference for brands and for the environment.

Over and above the standard Effie requirements to demonstrate a positive impact on business, there are specific areas of interest that relate to this award.

Efforts entered must have as one of their main strategic objectives changing audience behavior towards more environmentally sustainable choices and environmentally conscious messaging must be a part of the marketing communications.

Entrants should address how the sustainability goal relates back to the overall brand and business strategy.

Criterion for this award is the result of behavior change toward more environmentally sustainable choices, with these elements being considered in judging:

- **Awareness** – Making the audience aware of a sustainable product, service or action
- **Trial** – Trying the sustainable product or service for the first time.
- **Product / Service Substitution** – Switching to a more sustainable product or service
- **Change in Use** – Using a product/service more sustainably than before

Enter your case into one of the following categories:

Positive Change: Environmental – Brands

Recognizing brands with marketing programs that have measurably shifted audience (B2B or B2C) behavior toward more environmentally sustainable choices, and/or grown demand for more sustainable products and services by incorporating environmentally-conscious messaging into their marketing communications.

Positive Change: Environmental – Non-Profit

Recognizing non-profit organizations and associations with marketing programs that have measurably shifted audience (B2B or B2C) behavior toward more environmentally sustainable choices, grown demand for more sustainable products and services, and/or measurably drove positive impact for their cause by incorporating environmentally-conscious messaging into their marketing communications.

**A special entry form is required for the Positive Change: Environmental category*

categories

positive change effies category definitions

in collaboration with the World Economic Forum

Positive Change: Social (formerly GoodWorks)

The Positive Change: Social category celebrates marketing communications efforts proven effective in addressing a social problem or in expanding an existing program in ways that benefit our society. Any effort that sets out to give back in some way for the greater good is eligible to enter. Maybe it was for profit, maybe not. Maybe you got paid, maybe you didn't. Any and all marketing communications efforts, whether full campaigns or unique efforts within a campaign are eligible to enter as long as measurable results exist.

Note: Efforts focused on disease awareness & education must enter the **Disease Awareness & Education: Advocacy; Pharma/Corporate** categories – they are not eligible here. Questions? Contact Nisha Stephen at nisha@effie.org.

Enter your case into one of the following categories:

Positive Change: Social – Brands:

Recognizing brands that are making the world a better place by using the power of their communications platforms for "good." This category celebrates for-profit brand efforts that effectively combined business goals with a social cause (health, education, community, family, etc) and successfully related that cause back to the company's overall brand strategy, resulting in positive business and social impact.

Positive Change: Social – Non-Profit:

Recognizing non-profit organizations and associations whose communications efforts have effectively driven positive change for society and successfully contributed back to the organization's purpose. Campaigns must show measurable impact and proven results in support of the cause.

If you have questions specific to the Positive Change categories, please email positivechange@effie.org.

categories

specialty audience category definitions

Cases aimed at a particular audience are eligible to enter any Effie category. In addition, Effie's audience categories focus on effectively reaching a particular audience.

Judges with experience with multicultural or youth marketing experience will review entries to the corresponding categories in both rounds of judging and entrants are required to write the entry and accompanying creative viewing guide to call to attention the nuances of the entry related to the audience.

A Creative Viewing Guide is required for all entries in the African-American, Asian, Hispanic, LGBT, and Youth Marketing categories.

- 300 word maximum description of featured elements of work that may be helpful for judges unfamiliar with the specific nuances of the category.
- Identify any elements in the creative work that are specifically directed to this community and any relevant cultural differences, dynamics and/or nuances; traditions, values, linguistic idiosyncrasies and their significance with respect to your submission. Judges may not be familiar with your particular segment, so this is your opportunity to showcase the details that they may miss.
- This description should be added to the end of your entry form.

African-American

(Creative Viewing Guide required)

Any effort whose primary audience is the African-American community or a subset of that community. If the entry had multiple audiences, it is necessary to demonstrate results for the African-American community. Your entry should be written in a way that identifies how the case was created and directed to this audience and how it succeeded. Identify cultural nuances wherever applicable.

Asian

(Creative Viewing Guide required)

Any effort whose primary audience is the Asian community or a subset of that community in the United States or Canada. If the entry had multiple audiences, it is necessary to demonstrate results for the Asian community. Your entry should be written in a way that identifies how the entry was created and directed to this audience and how it succeeded. Identify cultural nuances wherever applicable.

Hispanic

(Creative Viewing Guide required)

Any effort whose primary audience is the Hispanic community or a subset of that community. If the entry had multiple audiences, it is necessary to demonstrate results for the Hispanic community. Your entry should be written in a way that identifies how the case was created and directed to this audience and how it succeeded. Identify cultural nuances wherever applicable.

Influencers

Brands that connect and establish relationships with their audience's key influencers are the ones to learn from. When this powerful micro target spreads positive influence over a brand's potential buyers, success is achieved. **This category is for cases that targeted influencers who have an exponential effect on the brand's audience - one to many vs. one to one influencers.** This category spotlights efforts that took on the challenge to properly identify the ultimate influencers and turn them into brand enthusiasts.

(continued on following page)

categories

specialty audience category definitions

(Influencers, continued)

However the connection occurred, tell your story on how you managed to get a brand or product's most important influencer to spread the word. Entrants must clearly define both the Influencer group and the Influenced group and the significance of both groups.

LGBT Community

(Creative Viewing Guide required)

Any effort whose primary audience is the lesbian, gay, bisexual and transgender (LGBT) community. Efforts could appear in either mainstream or LGBT media outlets. If the entry had multiple audiences, it is necessary to demonstrate results for the LGBT community. Your entry should be written in a way that identifies how the entry was created and targeted to this audience and how it succeeded. Identify cultural nuances wherever applicable.

Youth Marketing - Children

(Creative Viewing Guide required)

This category will honor those efforts that successfully communicate to children aged 12 and under.

Your entry should be written in a way that identifies how the case was created and directed to this audience and how it succeeded. For these efforts communicating with children, it can be helpful for judges to include any relevant information on the restrictions and requirements that are part of effectively communicating to this audience.

Note: For cases targeting parents related to children's products & services – these cases are eligible to enter any category of Effie where appropriate. For example, enter the entertainment category re: toys marketed to families, packaged food re: formula, etc.

Youth Marketing – Teens & Young Adults

(Creative Viewing Guide required)

This category will honor those efforts that successfully communicate to teens & young adults.

Your entry should be written in a way that identifies how the case was created and specifically directed to this audience and how it succeeded.

categories

special competitions

Global Effies

Communication efforts eligible for this award must be for a single brand idea running across multiple countries. Visit the **Global Effie** site for eligibility information.

- There is a special entry form and separate online entry area for the Global Effie Award available **here**. You are required to use this form to enter.

Shopper Marketing Effies (a North American competition)

The Shopper Marketing Effie Awards is a group of dedicated categories focused on those integrated campaigns that were specifically designed to engage a target shopper and guide his or her purchase process towards a desired end result. For the full list of categories, please visit our **Shopper Marketing Effie page**.

- There is a special entry form and separate online entry area for the Shopper Marketing Awards available **here**. You are required to use these materials to enter.

Worldwide Effie Programs

Effie Worldwide offers competitions in over 40 countries and regions. To see a full listing of our partner programs, please visit our **Worldwide Partner Listing**.