

# creative requirements

## creative reel

**The purpose of the creative reel is to showcase your creative work – it is not a video version of your case study. At minimum, 70% of your reel should be examples of your creative work. Each creative example should be labeled by type of media.**

Your creative work is scored as part of Scoring Section 3: Bringing the Idea to Life, which also includes your response to Question 3 and the information presented on the Media Addendum.

### Content

- 👉 **At minimum, 70% of your reel should be focused on creative examples.**
- 👉 **Label each creative example by type of media.**
- 👉 **No results (of any kind) may be included.**

The creative reel should showcase the creative that brought the big idea to life. This is not a video of your written case. It is a way to show the judges your creative work as it ran in the marketplace. **Judges are often frustrated when they are not provided with enough examples of the creative work and too much time is spent re-telling the story told in the written case study.** It is fine to include some set-up and explanation if you feel it is necessary, but ensure this explanation does not interfere with the judge's ability to review enough examples of your creative work. Creative and communication elements submitted must directly relate to your Strategic Objectives and Results outlined in the written form, and must have run in the marketplace.

**"The creative reel should showcase all of the work that I've just read about and want to see. I'd rather clearly see the different executions over hearing setup."**

You do not need to feature all items selected in the communications touchpoints checklist, only those integral to the case's success that are mentioned in your written case. Points will be deducted if the importance of print ads, for example, is mentioned in the written case, but not demonstrated in the reel. Alternatively, creative elements that are shown in the reel, but not outlined in the written case are cause for down scoring. The creative reel should be created with your answer to question 3 in mind.

- **Note:** There are special creative requirements for Sustained Success entries. See the [Sustained Success entry form](#) for details.

### Create an Effective Reel: Focus on the Creative Work

The judges **read your written case before watching the reel.** They know your objectives, challenge, strategy, and results, so the focus of the reel should be on showing examples of the work. You should not spend much time on explaining information that was already stated in your written case. The purpose of the video is to show how you brought the idea to life and for judges to experience your creative work as your audience. **You may not include results of any kind (including social metrics) in your creative reel.**

# judge advice | creative reel

## Judge Advice on the Creative Reel

- “You must show **real life in-store examples** of how your idea was executed.”
- “Be sure the written case and video **complement each other** and **do not repeat** each other. It isn't about the quality of the video itself but more about the content.”
- “In many cases the creative failed to live up to the story. In others, the video totally obscured the ability to view creative. It became a rehash of the story/case and a lot of salesmanship vs. a true showcase of the work.”
- “Make sure your creative reels **do not have results** spelled out in them. It could ruin an otherwise worthy submission.”
- “**Don't turn the reel into a pitch** – it reduces credibility.”
- “Keep the storytelling and results out of the creative reel, and highlight the creative, especially the different executions. **The more different types of creative shown, the better.** I took the judging seriously and read through the pdf carefully, so there was no need to duplicate the story - what I was missing was how everything was brought to life.”
- “The creative reel should showcase all of the work that I've just read about and want to see. **I'd rather clearly see the different executions over hearing setup.**”

**“Don't completely repeat the case in video form. Use the video to bring to life the key elements of the campaign. We've read the written case.”**

For more guidance from last year's judges, including feedback on each section of the entry form, review the Effective Entry Guide:

Shopper Marketing | North America

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## creative reel

### Watch Sample Creative Reels

-  Sample 1
-  Sample 2
-  Sample 3
-  Sample 4
-  Sample 5

Additional Creative Reels are also available along with a selection of complimentary case studies in the following resources:

- Shopper Marketing Case Study Samples
- North American Case Study Samples

### Closure Statements

If you feel it is necessary, you may include a general statement, with no numbers stated directly or implied, to provide closure to the reel. **This is not required or encouraged by Effie**; however, to prevent possible disqualification, the below guidelines are provided. Judges are advised that results in the video are a reason for disqualifications. **It is best not to include any reference to results so judges can remain focused on the merits of your case rather than potential disqualifiers.** Please review the following examples of acceptable and unacceptable 'closure' statements and other key rules to keep in mind when creating your reel.

**Visually, you may not include any results – including social metrics or scrolling numbers that simulate growth.**

- |  |  |
|--|--|
|  "Sales skyrocketed and the brand was doing better than ever." |  "Sales increased by 20%."                        |
|  "The brand had one of the best years yet."                    |  "We received over 10,000 likes in just 3 weeks." |
|  |  "We became #1 in our category."                  |



**effie advice: When in doubt, leave it out.**

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### Do Not Include

- ✦ Results of any kind – including numbers of social media likes, followers, etc.\*
- ✦ Competitive work or logos
- ✦ Agency names, logos or images
  - ✦ If showing news/trade articles, be careful your agency name does not appear
- ✦ Any stock music/images that will cause confusion for judges with how your work ran in the marketplace.
- ✦ Any supplemental music/images that did not run in the work that your audience experienced if you do not have the rights to do so
- ✦ Editing effects that cause confusion with how the work ran in the marketplace
- ✦ Music over TV spots, videos, etc.

### Must Include

- ✦ At least one complete example of each of the integral communications touchpoints mentioned in the written case (question 3)\*
- ✦ Any and all types of integral creative work (vital print, radio, web, direct mail, OOH, etc.)
- ✦ If time allows, additional examples of specific creative materials

\* You may edit down video clips longer than 60 seconds when it is necessary to do so in order to show other examples of your work. However, you should showcase as much of the example as you can to give judges a clear understanding of what your audience experienced.

Any video elements 60 seconds or shorter must be shown in full.

### Editing Features

You can use editing features such as voiceover, text, etc., to better explain the work shown. When presenting your video, you may only use editing effects when it will not interfere with the judges' ability to discern how the work ran in the marketplace. For example, you cannot run a background music track behind your TV commercial as it plays on the video – the commercial must be shown as it aired in the marketplace. You can run music you have the rights to behind your print ads as they scroll by, since it will be clear that the print did not air in the marketplace with music.

If you are including non-English work, you must include translations either as subtitles or as an addition to your written entry.

### Editing Down Creative Elements for Time

You are required to show complete commercials - except where editing is necessary because of time (e.g., events, guerrilla marketing activities, sampling, branded content in TV or games, etc.). Commercials/video content longer than 60 seconds may also be edited for time, but only if this is necessary to include other creative elements. You cannot edit down creative work in order to include more backstory on your strategy, objectives, etc.

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Stock music/images are allowed if you have the rights to use them. Stock music/images can only be used in ways that clearly delineate what was the work that ran in the marketplace. (Do not play stock music over a TV spot, as that is not how it ran in the marketplace. However, stock music, while not needed, can be played when showing print materials.

**Reminder: The primary purpose of the reel is to show your work as it ran in the marketplace.**

Effie Worldwide is a 501(c)(3) non-profit educational organization that shows the work for educational purposes of honoring effective marketing communications ideas and the successful teams (client and agency) creating them. We recommend that entrants talk to their company when entering about the policy for entering award shows – most award shows have the same requirements as Effie does, and this can help resolve any questions. **As long as elements featured on the video are the work for the campaign/effort you are entering, you should not run into an issue.** Entrants must secure rights for any added stock images/music you add to your reel that were not original to the original creative that ran in the marketplace.

### Sustained Success Submissions

Because of the 3+ year span of the Sustained Success category, submissions in this category may submit a 5-minute creative reel, rather than the 4-minute maximum for all other categories. Entrants should show the “how-when-where” you connected with your audience over time.

#### Creative reels for Sustained Success entries must:

- 👉 Feature work that ran in the **initial year** (initial year is either A) year case started or B) at least 3 years ago), **at least 1 interim years**, and the **most current year** (9/16 – 8/17) of the case.
- 👉 Clearly mark the **year the work ran** in the marketplace **before (or as) the work is shown** on the reel.

# creative requirements

# technical

## Guidelines

- Do not include results (including social media metrics), competitive work/logos, or agency names/logos anywhere on the video. Your file name should not include your agency name.
- Add subtitles or include written translation (added as the last page of your entry form) for all non-English creative materials.
- Bear in mind that judges will see your uploaded file on a laptop in Round One and on a central screen of at least 50" x 30" in the Final Round.

## Upload Your Creative Reel to the Online Entry Portal Using the Following Specifications:

- 1 video
- 4 minutes maximum
  - Note:** Sustained Success cases may be up to 5 minutes in length.
- 250 MB maximum
- .H264 QuickTime .mov OR .mp4 format

## Video Resolution



640 x 480

4:3



1280x 720

16:9



640 x 480

Letterbox

Finalists whose videos will not meet the requirements for use at the gala may be asked to mail a NTSC video DVD full resolution video dub – full screen DV (720 x 480) 44K or 48K audio.

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## images

### Images of Creative for Judging

*(Required at time of entry in online Entry Portal)*

- After the judges read your case and watch the creative reel, they look at images of your creative work. Images uploaded should complement your reel and help the judges better evaluate creative elements that ran in front of your audience.
- This is an opportunity to showcase your creative work:
  - Highlight elements that are better seen as a still image vs. video format
  - Draw further attention to key creative elements you wish to highlight
- One of the top complaints from 2017 judges was that entrants were not maximizing the opportunity to showcase the work in these images.
- Upload 1-6 (1 required) examples of work that judges will benefit from also seeing as a still image (e.g. a website, print ad with extensive text, direct mail piece, etc.) or you would like to draw additional attention to. We do not recommend simply uploading a still of a video element.
  - **Technical Requirements:** .jpg/.jpeg format, 10MB max.
- Do not include agency names or logos on any creative materials submitted for judging.

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## images

### Images for Publicity

*(Required at time of entry in online entry area)*

- **Case Image.** This image should be an image that best represents your case. This image will be used in the print and digital editions of the Effie Awards Journal and will be used for promotional purposes if your case is a finalist or winner. Because the case image will be printed, please upload high-res images only.
  - **Technical Requirements:** .jpg or .jpeg, high-res for printing, CMYK format, 100% of size, 6MB max.
- **Company Logos.** Company logos are required for all lead agencies and clients credited on the case.
  - **Technical Requirements:** .eps or .ai format, 20MB max (if unable to provide hi-res images, you may upload .jpg or .jpeg versions, 20MB max). 2 logos required. 3-4 logos if an additional lead agency or second client is credited.
- **Team Photos.** Upload team photos of the lead agency and client team. These images will be shown on screen at the Awards Gala and online by Effie Worldwide to promote your win. If you are unable to assemble your team for a team photo at time of entry, please upload a team photo “filler image” available in the online entry area. See past winning team photos [here](#).
  - **Technical Requirements:** 300 dpi .jpg or .jpeg, 1000 pixels minimum wide or tall. 20MB max.
  - If you do not have a team photo to submit at time of entry, please make a note to yourself to submit a team photo by **February 1, 2018** if your submission is a winner.
- **Web-Ready Images of Your Work.** In order to better showcase your work on the [Case Study Database](#), Effie is asking for 2-6 web-ready images of your work. If your case is a finalist or winner, these images will be displayed in the case study database.
  - **Technical Requirements:** 300 dpi .jpg or .jpegs, high-res, 1920x1200 pixels, 6MB max.
  - Example A
  - Example B