

case study samples

On the following pages, four examples of successful cases from the Effie Awards United States competition are featured. There are lessons to be learned in the way each entrant shared their story. We encourage teams to review these case studies and the feedback judges provided.

- Please note that as part of Effie’s publication policies, entrants have the opportunity to edit their submitted case study to redact sensitive information from the published version. Edited case studies are designated by a note in the bottom right-hand corner of the case study PDF.
- When reviewing Edited case studies, please keep in mind that some detailed information reviewed by judges may have been cut from the published version. For example, specific objectives or results removed.
- Effie does not endorse a single, specific formula to follow when it comes to crafting an effective entry. Different situations call for different methods of storytelling, objectives, metrics, etc.
- When writing your entry, thoroughly review the questions and detailed instructions within the entry form template and review all entry resources for further guidance.

EFFIE CASE DATABASE

To see additional winners, visit Effie’s [Case Database](#). Please note that a [subscription](#) is required to access full cases.

case study #1

Her Story is Our Story: The Laws of Gilead

Universal McCann / Hulu

2018 Silver / Entertainment & Sports

READ THE CASE STUDY.

Watch the creative reel.

View the case summary and credits.



JUDGE INSIGHTS

"Bringing the Idea to life in an integrated break-through way. Really strong use of social media and integration with publishing partners to drive results"

"The idea to use the rules of the story were thoughtful."

"Powerful message tapping into a social sentiment that was relevant to the social environment."

case study #2

Small Business Saturday

Digitas LBI / American Express
2017 Gold / Sustained Success – Services

READ THE CASE STUDY.

Watch the creative reel.
View the case summary and credits.

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JUDGE INSIGHTS

“Tremendous incremental impact; consistency and proven results.”

“This entry shows very clearly how the program evolved over time.”

**“Brilliant initiative overall.
Great Insight & Creative Idea that drove the program at its inception.
Clear growth year over year.”**

“The challenge did a very good job of framing the degree of difficulty for building on such a successful program. Specifically, what was happening when it initially launched and the changing environment that led to the constant reinvention the program.”

case study #3

Evan

BBDO New York / Sandy Hook Promise
2018 Silver / Positive Change: Social Good – Non-Profit

READ THE CASE STUDY.

Watch the creative reel.

View the case summary and credits.



JUDGE INSIGHTS

"Taking a limited budget and leveraging power of earned to drive coverage and conversation. Going into effort sans goal of 'winning' gun debates."

"Very clear objective set-up, defined KPI's and results that directly attribute the campaigns efforts to these results."

"The creative is incredibly compelling and the distribution strategy was genius."

case study #4

Blue Hen

Partners + Napier / Highmark Blue Cross Blue Shield Delaware
2018 Gold / Healthcare Services

READ THE CASE STUDY.

Watch the Creative Reel.
View the case summary and credits.



JUDGE INSIGHTS

"Local insight generation was very well done with creative that was built from the insight as the foundation. If you are from Delaware, this will appeal to you, so they accomplished their goal. Extremely strong business results in a challenging environment."

"Overall, an end-to-end story, leveraging how local can out-engage national."

"Very clear explanation of challenge and insights to get to a strategy of what needs to be done to overcome. And a smart creative leaning into local state patriotism."