

entry information



**effie
awards**
north america

Thank you for your interest in the 2019 Effie Awards competition.

NEW: Effie United States & Effie Canada

We are pleased to share the announcement of Effie's newest partner, Effie Canada. The program, in partnership with the Institute of Communication Agencies Canada (ICA), will continue to expand the opportunities for marketers across the region to be recognized for their effective work. You can find the full [press release here](#) with details.

As part of the new partnership, the current North American Effie program will merge with the Cassies, the effectiveness award in Canada started in 1993 by the ICA, creating **Effie United States** and **Effie Canada**.

Effie United States and Effie Canada will have aligned Call for Entry timing in the coming year, launching with the 2019 Call for Entry materials in early September 2018.

Entry Materials

Dedicated entry materials will be provided for Effie United States & Effie Canada in September 2018. To learn more about Effie's requirements in advance of each program's 2019 competition launch, you may review the 2018 North American entry materials.

On the following pages, you will find preliminary information regarding the 2019 competitions + links to review entry materials from last year's North American competition. Requirements do not change drastically from year to year, so please use this outline and last year's materials if you would like to get a head start on your submissions.

General Information

Competition Schedule

The competition schedule for Effie United States (inc. Shopper Marketing) and Effie Canada are in development. Below is a general outline of the projected schedule.

Entry Materials Posted	Effie United States (inc. Shopper Marketing) + Effie Canada: September 2018
Entry Deadlines	Effie United States (inc. Shopper Marketing) + Effie Canada: October – November 2018
Round One Judging	Effie United States: November 2018 – February 2019 Effie United States Shopper Marketing: December 2018 – January 2019 Effie Canada: TBA
Finalist Notifications	Effie United States: Late February 2019 Effie United States Shopper Marketing: Early February 2019 Effie Canada: TBA
Final Round Judging	Effie United States: March 2019 Effie United States Shopper Marketing: February 2019 Effie Canada: TBA
Winner Notifications	Effie United States: April 2019 Effie United States Shopper Marketing: February 2019 Effie Canada: TBA
Awards Gala	Effie United States: Thursday, May 30, 2019 Effie United States Shopper Marketing: Thursday, May 16, 2019 Effie Canada: TBA

Eligibility

The eligibility period for the 2019 competition is **September 1, 2017 through August 31, 2018***. Work beginning before or ending after these dates is eligible for entry, given that it ran at some point during the eligibility period. No results past the end of the eligibility period may be included.

Any and all marketing cases, whether full campaigns or unique efforts within a campaign are eligible to enter. Any one or any multiple combinations of mediums - any examples of work that demonstrate how you tackled your objectives can be entered. You must detail the “why” behind the strategy and provide proof that your work achieved significant results.

The creative work and results provided must be isolated to the specific country’s program that you are submitting your work to.

***Special Eligibility Period Circumstances**

- 👉 If your effort launched August 15-31, 2017 or concluded September 1-15, 2018, you may include data and creative work from those time periods.
- 👉 **Seasonal Marketing:** This category follows an extended eligibility period: October 1, 2017 - September 30, 2018. Entries in this category cannot include results after 9/30/18.

Deadlines & Fees

Deadlines & Fees for the 2019 competitions are outlined below:

FIRST DEADLINE:	October 11, 2018	\$ 975
SECOND DEADLINE:	October 18, 2018	\$ 1,425
THIRD DEADLINE:	November 1, 2018	\$ 2,195
FINAL DEADLINE:	November 8, 2018	\$ 2,595

Non-Profit Submissions

Submissions for non-profit organizations receive a 50% discount on each deadline price.

New Entrant Discounts

For Effie United States (inc. Shopper Marketing): If your company has not submitted work in the 2016, 2017, or 2018 competitions as the lead/entering company, you will be eligible for a \$200 discount on all entries you submit. New Entrant Discount requests should be made prior to submitting your entry. No New Entrant Discounts will be refunded after December 14, 2018.

For more information regarding eligibility, deadlines, and fees, please visit the links below:

- 👉 **United States**
 - **Shopper Marketing**
- 👉 **Canada**

Entry Requirements

While entry materials for the 2019 competition are not yet available, please use last year's North American Effie Awards competition materials as a guide. 2019 entry materials for both programs will be posted in September 2018.

All entrants must submit a written case study (using our entry form), a 4-minute creative reel, 1-6 images of your creative work, and publicity files (i.e. company logos). The entry portal asks for [additional information for database and research purposes](#), along with credit information so up to 8 companies and 10 individuals from those companies may be credited.

Download last year North American materials via the Effie United States website here:

 [United States](#)

 [Shopper Marketing](#)

These pages will also provide additional guidance on the creative reel, confidentiality, and publication of your case.

Categories

Effie offers both product/service categories and specialty categories, which include special business challenges like David vs. Goliath or Renaissance, specialty audiences, and other special situations that allow any type of product/service to enter.

Within last year's North American competition, entrants could enter an effort into one product/service category and multiple specialty categories. The Shopper Marketing Effies offer categories specific to the realm of shopper marketing. Within the shopper competition, entrants are limited to submitting an effort into a max of 2 categories.

A list of the categories available for Effie Canada, along with updates to the categories within Effie United States, will be available in September 2018.

Category definitions from last year's North American competition can be found here:

 [All Categories](#)

 [NA Only](#)

 [Shopper Only](#)

Effective Entry Guide

This guide was created to help entrants submit an effective entry. It includes tips and advice from judges on each of the scoring sections, creative reel and overall storytelling techniques.

When preparing for the 2019 competition, you can review their advice at the links below. Advice is generally similar across juries worldwide, so judge advice from Effie United States will be useful for entrants submitting to Effie Canada.

 [United States](#)

 [Shopper Marketing](#)

An updated Effective Entry Guide will be available in September 2018 with additional comments from the 2018 Effie Jury.

Visit Effie's [YouTube channel](#) for additional clips from judges from past years providing advice.

Case Study Samples

You can review complimentary winning case studies at the following links:

 [United States](#)

 [Shopper Marketing](#)

Additional case studies may be reviewed in our [Case Study Database](#) via [subscription](#).

Judge Application Form

For Effie United States, Round One Judging takes place November-February in cities across the US. Round One judges are typically VP level or above on the agency side + Director level or above on the client side. Final Round Judging in March in NYC. Final Round judges are those top-level marketing executives within an organization. For the Shopper Marketing competition, Round One Judging typically takes place December-January (NYC & Chicago), with Final Round Judging taking place in February (NYC). Effie Canada's schedule will be available in the coming months.

Judging is a great way to learn more about the Effie process, how to write an effective entry, review industry trends, and network with others in the industry.

For either competition, if you are interested in judging or have any colleagues who may be, please complete the [judge application form](#).

Questions?

Entry or General Questions

entries@effie.org

Judging Questions

judging@effie.org

Judge Application Form

[Application Form](#)

Case Study Database Questions

subscriptions@effie.org

Gala Questions

gala@effie.org

Effie Index Questions

index@effie.org