

categories

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CATEGORY TYPES

There are over 9 product and service categories to choose from. Category definitions provide guidance regarding the types of products/services that may enter that category; however, it is not an exclusive list. Additionally, 7 specialty categories are offered for cases that address a specific business situation, challenge, or environmental/social cause. If you are unsure what category best fits your brand, please email global@effie.org.

CATEGORY LIMITS

Efforts may be submitted into **a maximum of one category per track** (multi-market / multi-region).

You may enter an effort into both tracks (one category per track) if you can meet the following requirements:

REQUIREMENT 1

You must enter different categories within each track. You may only enter one product/service category per campaign.

- For example, Brand ABC is submitting into the **Automotive** category in the Multi-Region track. They cannot also submit for the Automotive category in the Multi-Market track, but they can enter **Media Idea**.

REQUIREMENT 2

You cannot enter the same key markets across the tracks.

- For example, Brand ABC is submitting into the **Automotive** category in the Multi-Region track, featuring the following 4 countries: **China, France, Germany & USA**. They are also entering the **Media Idea** category in the Multi-Market track, but are instead submitting the following 5 key markets: **Austria, Chile, Ireland, Mexico, and Switzerland**. As shown in this example, the key markets used for one track cannot be the same as those submitted in the other track.

Each entry should be customized to speak to the specifics of each entered category. Judges frequently express frustration when an entry clearly wasn't tailored for the category they are reviewing.

You will need to submit a separate entry and pay separate entry fees for each category submission for an effort.

The Effie Awards reserves the right to re-categorize entries, split/redefine categories and/or refuse entry any at any time.

RE-ENTERING PAST WINNING WORK

If your work continued running into this year's eligibility window and you have results from this eligibility window, you may re-enter past winning efforts within the following requirements:

- Past Gold Effie winners** can re-enter a category in which they did not win Gold in the previous year.
- Past Silver, Bronze, Finalist and non-winning entries** can re-enter any category.

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Automotive. All vehicles & automotive aftermarket products including cars, trucks, motorcycles, vans, both brand and model advertising, gasoline, motor oil, tires, batteries, paint, quick-lube, oil change, muffler, transmission, windshield wipers, enhancements, etc.

Electronics. TVs, radios, mobile devices, home entertainment, laptops, tablets, cameras, computer hardware, game consoles, drones, external or integrated VR/AR devices, sound systems, etc. Electronic devices may be aimed at consumers or businesses.

Fast Moving Consumer Goods (FMCG). All fast moving consumer goods products (both food & non-food) including packaged foods, snacks, alcoholic and non-alcoholic beverages, household cleaning products, personal care, beauty products, pet care, etc.

Financial Products & Services. Financial products and services including: communications promoting overall image and capabilities of a financial institution; specific products or services including credit cards, charge cards, debit cards, home banking, loans, mobile payment services, mortgage, mutual funds, traveler's checks, etc.

Media, Entertainment & Leisure. All forms of entertainment including apps, video games, movies, programs (TV, online, radio), books, DVDs, games, dating services/apps, plays, museums, music organizations, concert series, cultural festivals, theatre festivals, sporting events, sports teams, and media companies including broadcasters, magazines, newspapers, websites, & leisure consumer or trade media, radio and television stations.

Professional Services. Includes Business/Professional services such as consulting, accounting, legal, employment, etc.

Retail. Open to all retail companies (online and/or brick & mortar) with general or specific merchandise, including department stores; online retailers; clothing, fashion, shoes or jewelry stores; food retailers; movie/book stores; discount/bulk retailers; pet care; toy stores; greeting card stores; craft stores, other specialty stores; etc.

Transportation, Travel & Tourism. All modes of transportation such as air, train, bus, taxi, subway systems, rideshares services, bike shares, car rentals, ferries, as well as all forms of travel/tourism including cruises, hotels, resorts, amusement parks, travel websites and booking services, travel tours, tourism campaigns, etc.

Other Products & Services. Products & services that do not fall into the other categories.


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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.

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.

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 the 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.

(Specialty categories continue on the following pages)

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Positive Change: Environmental (NEW)

(Entrants must use the dedicated Positive Change: Environmental Entry Form to enter this category.)

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 incorporate 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.

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Positive Change: Social Good (NEW)

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.

Positive Change: Social Good - 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 Good - 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.