categories | structure

entry basics / entry form & reqs. / publication & confidentiality / judging / categories / contact

PRODUCT & SERVICE CATEGORIES

Automotive
Consumer Goods & Telecom
Fast Moving Consumer Goods (FMCG)
Finance
Government, Institutional & Recruitment
Media, Entertainment & Leisure
Product/Service Launch
Professional Services
Retail
Transportation, Travel & Tourism

SPECIALTY CATEGORIES

Brand Experience
Business-to-Business
Commerce & Shopper Marketing
Data-Driven
David vs. Goliath
Health
Media Idea / Innovation
Seasonal / Current Events
Sustained Success (Best of the Best only)

POSITIVE CHANGE

Environmental: Brands
Environmental: Non-Profit
Social Good: Brands
Social Good: Non-Profit

CATEGORIES: MULTI-REGION

Category definitions provide guidance regarding the types of products/services that may enter that category; however, it is not an exclusive list. Additionally, 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 with the brand name, a brief description of the campaign, and examples of the creative.

You may enter your work into a maximum of one Multi-Regional category.

CATEGORIES: BEST OF THE BEST

Entrants are required to submit their work into the same category that it originally won Gold in. If that category is not offered in the Best of the Best program, you may select an alternate category that you feel best fits your case.

You may enter your 2019-winning case into a maximum of one Best of the Best category.

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

Consumer Goods & Telecom. All products and services related to:

- Electronics: Devices may be aimed at consumers or businesses - TVs, radios, mobile devices, home entertainment, laptops, tablets, cameras, computer hardware, game consoles, drones, external or integrated VR/AR devices, sound systems, etc.
- Internet & Telecom: Mobile network providers, high-speed Internet access services, online services, bundled communications (internet, telephone, and TV), etc.
- Fashion & Miscellaneous: Jewelry, fashion accessories, clothing, eyewear, hosiery, lingerie.

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.

Finance. 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.

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.

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.

Product/Service Launch. For a campaign which has achieved a highly successful product or service launch. The marketing communications must have been key to the success of the launch.

Professional Services. Includes Business/Professional services such as consulting, accounting, legal, employment, real estate, 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.
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. Work that truly brought a brand or product to life 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, an alternate or virtual reality experience or interactive/immersive 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 show 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.

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.

Commerce & Shopper Marketing

This category honors the most effective integrated campaigns designed to engage the shopper and guide the purchase process. Eligible campaigns include those for single or multiple brands, and/or a category solution. Entries may be brand-driven, retailer-driven, or a combination of the two.

Data-Driven

Data-driven media is the application of data and technology to identify and match the right audiences to the right message at the right moments. These efforts should prove how they specifically utilized data to optimize media to improve business outcomes (brand KPIs, ROI, performance marketing measures, etc.). The best examples will recognize the interplay and application of automation, applied technology, and human and artificial intelligence (AI) to deliver to a precise audience and achieve the best results.

To enter, your case must detail the role that data had within the media strategy in achieving the brand and business goals.

Submissions are expected to:

- Utilize personalized/custom-tailored creative messages.
- Explain how data impacted the media plan through clear measurement & analytics.
- Demonstrate the insights captured from data used to understand audience.
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.

Health

Health and wellness products and services that can be directly purchased by a consumer with or without physician involvement. Efforts may also be targeted to physicians or healthcare professionals. Also including work related to health insurance, dental and medical care services. Additionally, work that focuses on health education and disease awareness programs for healthcare professionals, patients and/or consumers.

Media Idea / Innovation

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.

Seasonal / Current Events

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. This category also includes efforts that effectively leveraged immediate relevance, interest or importance via a targeted marketing/PR strategy around current events (e.g. elections, World Cup, Olympics, economics, etc.)

Sustained Success (Best of the Best Only)

Products or service communications efforts that have experienced sustained success for more than 3 years are eligible for entry. 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.
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 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.
Positive Change: Social Good

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.

Enter your case into one of the following categories:

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.