categories

PRODUCT & SERVICE CATEGORIES
Agricultural, Industrial & Building
Automotive - Aftermarket
Automotive - Vehicles
Beauty & Fashion
Beverages - Alcohol
Beverages - Non-Alcohol
Culture & The Arts
Electronics
Entertainment & Sports
Finance
Fitness & Wellness
Food
Government, Institutional & Recruitment

HEALTH
Healthcare - OTC
Healthcare - Rx - Consumer/DTC
Healthcare - Rx - Devices
Healthcare - Rx - Professional
Healthcare Services
Home Furnishings & Appliances
Household Supplies & Services
Insurance
Internet & Telecom
Leisure & Lifestyle
Media & Entertainment Companies
New Product or Service Introduction
Office & Delivery
Personal Care
Pet Care
Professional Services
Restaurants
Retail
Snacks & Desserts
Software & Apps
Transportation
Travel & Tourism

SPECIALTY CATEGORIES
NEW: Brand Integration & Entertainment Partnerships
Branded Content & Entertainment
Business-to-Business: Products, Services
Carpe Diem: Products, Services
Corporate Reputation
David vs. Goliath
NEW: Direct to Consumer
Engaged Community
NEW: Marketing Disruptors
NEW: Marketing Innovation Solutions
Multicultural: Products, Services
Renaissance
Seasonal Marketing: Products, Services
Small Budgets: Non-Profit, Products, Services
Sustained Success: Products, Services
NEW: Topical Marketing (Current Events)
Youth Marketing

COMMERCE & SHOPPER
NEW: Brand Experience
Category/Aisle Evolution
Challenger Brand Solution
NEW: Data-Driven
E-Commerce
NEW: Media Innovation
Multi-Brand Shopper Solution
Multi-Retailer Program
New Product/Service Introduction
Omni-Channel Shopper Solution
Seasonal/Event
Single-Retailer Program: Mass Merchants, Supermarkets, Drugstores, Other
Sustained Success

HEALTH
Disease Awareness & Education: Charitable/Research Funding; Non-Profit; Pharma/Corporate

MEDIA
Data-Driven
Media Content Partnerships
Media Idea
Media Innovation: Emerging & New Channels, Existing Channels

POSITIVE CHANGE
Environmental: Brands, Non-Profit
Social Good: Brands, Non-Profit
CATEGORIES

CATEGORY LIMIT

To honor even more great work, efforts can be entered into a maximum of four categories. Of those four categories, only one category submission may be a product/service category, and you may only enter up to two Commerce & Shopper categories. You are not required to enter a product/service category or a Commerce & Shopper category - you may enter four specialty categories instead.

- Each entry should be customized to speak to the specifics of each entered category whenever applicable. Judges are often frustrated & express difficulty in effectively evaluating a case when an entry wasn’t tailored for the entered category.
- You will need to complete a separate entry form and pay the entry fee for each additional category.
- The Effie Awards reserves the right to re-categorize entries, split/redefine categories and/or refuse entry any at any time. Test market entries are not eligible for the Effie Awards United States competition.

PRODUCT & SERVICE CATEGORIES

There are over 30 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. If you are unsure what category best fits your brand, please email entries@effie.org.

You may only enter one product/service category per effort.

SPECIALTY CATEGORIES

The Specialty Categories are designed to address a specific business situation or challenge. There are over 40 specialty categories, with focuses on audiences, business challenges, health, media, shopper marketing, and industry trends.

When entering into any of these categories, you should present your entry in a way that addresses the situation or challenge as outlined in the category definition. It is critical to thoroughly review these category definitions to ensure your effort meets the criteria of the specific category definition. Judges will downscore your entry if you are missing information required by the category definition.
categories

- **Agricultural, Industrial & Building.** All related products, materials, tools and services.

- **Automotive - Aftermarket.** Gasoline, motor oil, tires, batteries, paint, quick-lube, oil change, muffler, transmission, windshield wipers, enhancements, etc.

- **Automotive - Vehicles.** Cars, trucks, motorcycles, vans. Both brand and model advertising.

- **Beauty & Fashion.** Includes cosmetics, fragrances, hair products, nail products, subscription boxes, jewelry, brands of clothing, handbags, accessories, eyewear, shoes, etc. Includes services such as salons, spas, style services, etc. *(For personal care items, please see the Personal Care category.)*

- **Beverages - Alcohol.** Beer, champagne, liquor, wine, hard seltzers, wine coolers, etc.

- **Beverages - Non-Alcohol.** Diet and non-diet soda, coffee, tea, juices, milk, milk substitutes, bottled water, sparkling water, etc. *(For energy drinks, please see the Fitness & Wellness category.)*

- **Culture & The Arts.** Museums, plays, immersive experiences, music organizations and festivals, concert series, cultural festivals, theater festivals.

- **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.

- **Entertainment & Sports.** Includes all forms of entertainment, e.g. video games, movies, TV shows, podcasts, games, toys, entertainment apps, etc. Sporting events such as the Super Bowl, sports teams, etc.

- **Finance.** Financial products and services including: communications promoting overall image and capabilities of a financial institution; specific products or services including credit/debit cards, reward/loyalty cards, financial planning, mobile payment services, retirement funds, investment, home banking, loans, mortgage, mutual funds, etc.

- **Fitness & Wellness.** Unregulated products/services focused on consumer health and/or promoting a healthy lifestyle. Includes digital health products, fitness trackers, health/fitness apps, exercise equipment, nutraceuticals, vitamins, energy bars and drinks, etc.; fitness studios; weight loss and fitness programs/camps, training camps and facilities, etc.

- **Food.** Fresh, packaged and frozen foods. *(For snacks & desserts, please see the Snacks & Desserts category.)*

- **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.

- **Health Effies Product/Service Categories.** *(jump to Health Effie section)*
categories

- **Home Furnishings & Appliances.** Kitchen and laundry appliances, air conditioners, carpeting, furniture, decorator’s supplies, paint, wallpaper.

- **Household Supplies & Services.** Cleaning products, waxes, detergents, floor-care products, fabric softeners, paper products, domestic services, mowers, fertilizers, lawn care, gardening services.

- **Insurance.** Communications promoting specific products or services related to insurance and the capabilities of financial institutions offering these services. All types of insurance are eligible (home, auto, financial, life, travel, business, etc.), with the exception of health insurance service providers—efforts for health insurance companies must be submitted into Healthcare Services.

- **Internet & Telecom.** Mobile network providers, high-speed internet access services, online services, bundled communications (internet, telephone, and TV), etc.

- **Leisure & Lifestyle.** Products and services aimed at hobbies, leisure, and recreation, including, but not limited to: dating services/apps, personal development/improvement programs/apps, genetics/ancestry testing services, sporting and camping goods/services, etc.

- **Media & Entertainment Companies.** TV networks, streaming services, websites (entertainment, lifestyle, news, trade, etc.), magazines, newspapers, consumer or trade media, radio stations, broadcasters, etc.

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**New Product or Service Introduction.** Any communications effort used to introduce a new product or service that is not a line extension. Brand new products or new products in a new category are eligible.

Effie defines line extension as:
- Any variation of an existing product that shares the same brand name and is in the same category as the existing product and shares the same characteristics as the parent but offers new benefit (flavor, size, package, type, etc.)
- A derivative product that adds or modifies features without significantly changing the price
- Products that bear the same brand name and offer the consumer varied options (e.g., Diet version of drink)

Your entry must be written to address how your product and service was new and the situation you faced as a result of it being new. For example, what specifically was new? Why did the newness matter? Write the entry to address the category situation (new product/service introductions) similar to what you would do when writing your entry to address a category situation like sustained success, etc.

- **Office & Delivery.** Delivery: Overnight delivery, package tracking, international service, etc. Office: Printers, copiers, supplies, office furniture, etc.

- **Personal Care.** Soap, dental products, face & body lotions and cleansers, cotton swabs, deodorants, feminine hygiene products, razors, shaving cream, etc. *(Items focusing on beauty should be entered in the Beauty & Fashion category.)*
**categories**

- **Pet Care.** Animal care products and services of all types, including food, toys, veterinary and boarding services, training, breeders.

- **Professional Services.** Includes Business/Professional services such as accounting, consulting, legal, employment, real estate, etc.

- **Restaurants.** Quick service, casual dining, mid-scale, white tablecloth and other restaurants. Any type of restaurant may enter.

- **Retail.** Open to all retail companies (online and/or brick & mortar) with general or specific merchandise. E.g., department stores; clothing, shoes or jewelry stores; food stores; movie/book stores; discount/bulk retailers; pet care; toy stores; specialty stores; etc.

**product & service category definitions**

- **Snacks & Desserts.** Ice cream, candy, chips, cookies, bakery items, nut, fruit & vegetable snacks, popcorn, etc.

- **Software & Apps.** Software, groupware, operating systems, SaaS/laaS and Cloud based services, software/apps stored locally on a computer/tablet/mobile device, etc.

- **Transportation.** Air, train, bus, taxi, rideshare services, subway systems, bike shares, car rentals, ferries, etc.

- **Travel & Tourism.** Cruises, hotels, resorts, amusement parks, travel websites and booking services, travel tours, tourism campaigns, etc.
**Brand Experience**

- **Brand Experience: Live**
  For live event brand experiences
- **Brand Experience: AR/VR/Digital**
  For augmented/virtual reality/digital brand experiences
- **Brand Experience: Live + AR/VR/Digital**
  For brand experiences that include both live event, and augmented/virtual reality/digital components

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.

- **Note:** As with all Effie categories, you can enter whether your work brought the brand to life as the entire marketing effort or as part of the larger marketing program.
- **Note:** Judges will expect to understand the ‘participation’ in the experience as a core factor.

**NEW: Brand Integration & Entertainment Partnerships**

This award will honor those brands that have effectively reached their audience via strategic integrations & entertainment partnerships. Submissions should detail how the brand was seamlessly interwoven within the right content in an engaging way. Detail the strategic reasoning behind the partnership – why was this partner chosen over others? Clearly detail the selection process of the partner, and explain how this partnership led to the results that met the objectives of the brand.

**Branded Content & Entertainment**

This category is for efforts that effectively reached their audience through the creation of original branded content that is not advertising. The core of a branded content entry should be content designed to be consumed/experienced and sought out by the consumer for entertaining or informative reasons. 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 and can include longform entertainment.

- **Note:** Judges will expect to understand why branded content was chosen as a tactic.

**Business-to-Business**

- **Business-to-Business - Products**
- **Business-to-Business - Services**

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.
Carpe Diem

- Carpe Diem - Products
- Carpe Diem - Services

This category is looking for those brands that had the insight to know how and when to “throw a stone into a pond” and maximize the ripple effect from that initial throw.

The cases entered into this category will show how to put a brand or product/service in an intensely bright spotlight to create immediate and measurable impact.

Winners will represent those who had the insight and creativity to craft those unexpected and unconventional moments for a brand. The best examples will see live experiences, moments, stunts, and tactics, online & offline, perhaps amplified through PR, social media, digital engagement, or even the use of content created in the moment to fuel paid campaigns.

This category spotlights those effective strategic efforts that were able to generate real desired results as a direct outcome from a single significant moment of activity.

Corporate Reputation

This category is for communications that promote corporations, not exclusively their products. Includes sponsorships, image & identity. In addition to presenting metrics related to the reputation, entrants are encouraged to also address how these metrics relate to the business of the brand and why they are important.

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.

NEW: Direct to Consumer

This category is for effective marketing efforts from direct to consumer (DTC) businesses. DTC efforts for any type of product or service, from any marketplace segment, are eligible to enter.

Engaged Community

This category is about managing effective, engaged communities. Entrants will be brands that are creating content, experiences, platforms, news, etc. that get their communities to grow, engage, share, act or amplify messaging in a way that directly relates to the brand’s goals. Entrants will need to state clearly how they managed the community, how they defined effectiveness around the community, what they specifically achieved, and why the engaged community was significant for the development of the brand/business.
**NEW: Marketing Disruptors**

This award is for efforts that grew their business / brand by changing the marketing model in ways that drive the industry forward. A marketing disruptor of any size can enter. Entrants must detail the marketing challenge, the competitive landscape and how they succeeded by changing the existing marketing model for the brand / category.

**NEW: Marketing Innovation Solutions**

In this category, single marketing activities or entire marketing programs will be awarded. You can submit any action or business idea that has had an exceptionally positive impact on the market position of a brand, product or service. If communication was a significant element of marketing mix, work should be submitted in another competition category of Effie.

Examples of eligible activities in this category include: product innovation; change in packaging, both in terms of its appearance and size; design, technology or ux innovation; consumer involvement in product development; introduction/change of a loyalty program, introduction of a new distribution channel, etc. Note: There is a special entry form for the category.

- As a new category, this year a special extended eligibility period is offered: January 1, 2018 – December 31, 2019.
- Note: Download the special entry form for this category at effie.org. The deadline for this category is January 15th.

**Multicultural**

- Multicultural - Products
- Multicultural - Services

Any effort whose success was dependent on effectively connecting with a specific cultural group, e.g. African-American, Asian, Hispanic, LGBTQ+, etc. If the entry had multiple audiences, it is necessary to demonstrate results for the specific audience detailed in the entry.

Identify any elements in the creative work or strategy that are specifically directed to this community and any relevant cultural differences, dynamics and/or nuances, traditions, values, linguistic characteristics, and their significance with respect to your submission. Judges may not be familiar with your particular segment, so this is your opportunity to showcase the details that they may miss.

**Renaissance**

This is an award for rebirth campaigns. To enter your brand must have experienced a downturn of several years and a period of at least six months of upturn sales.

Entrants must detail the business challenge, the situation of the brand, the competitive landscape and how the effort succeeded.

- Note: Your entry must address the previous marketing investment and strategy as part of the entry context. Also, provide detail on the length of the renaissance.
**Seasonal Marketing**

- Seasonal Marketing - Products
- Seasonal Marketing - Services

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.

- The eligibility period for this category runs from September 1, 2018 through September 30, 2019. If you are including results in the month of September 2019, you are eligible for a later entry deadline schedule. Contact entries@effie.org for details.
- Entrants may submit into either Seasonal Marketing OR Topical Marketing - the same case cannot be entered into both categories.

**Small Budgets**

- Small Budgets - Non-Profit
- Small Budgets - Products
- Small Budgets - Services

Cases eligible for this category must represent the only communications efforts for this brand (brand defined as listed in the “brand” question of the Effie entry form) during the time period that the effort entered ran.

To be eligible, an entry may not be for a line extension. Effie defines line extension as: a variation of an existing product with the same brand name and same category but with a new characteristic, a derivative of the product or service that offers modified features without significantly changing price; a product bearing the same name and offering a varied option (e.g. new flavor, diet version, etc.).

Value of donated and non-traditional media as well as activation costs must be included.

Budget eligibility is as follows:

- Local Efforts: $1 million or less
- Regional Efforts: $2 million or less
- National Efforts: $5 million or less
Sustained Success

- Sustained Success - Products
- Sustained Success - Services

Products or service communications efforts that have experienced sustained success for more than 3 years are eligible for entry. At a minimum, the creative work and case results must date back to August 31, 2016, and you must include the current year’s results. 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.

To enter you must be able to provide data about the case in its first year (before August 31, 2016), an interim year and the most current competition year (9/1/18/8/31/19).

- Note: There is a special entry form and different creative requirements for the Sustained Success Award. The creative requirements, including different rules for the creative reel, can be found in the Sustained Success section and the Sustained Success entry form.

NEW: Topical Marketing (Current Events)

This category is for cases 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.)

- Entrants may submit into either Seasonal Marketing OR Topical Marketing – the same case cannot be entered into both categories.

Youth Marketing

This category will honor those efforts that successfully communicate to teens or young adults.

Your entry should be written in a way that identifies how the case was created and specifically directed to this audience and how it succeeded.

Identify any elements in the creative work or strategy that are specifically directed to the youth market and any relevant dynamics and/or nuances, trends, values, linguistic characteristics, and their significance with respect to your submission. Judges may not be familiar with this particular youth audience, so this is your opportunity to showcase the details that they may miss.
**Commerce & Shopper Effies**

The Commerce & Shopper Effies honor the most effective integrated campaigns designed to engage the shopper and guide the purchase process. This program is presented in partnership with the Path to Purchase Institute.

- You may only enter up to two Commerce & Shopper categories per effort.
- Review the Effective Entry Guide: Commerce & Shopper for help in preparing entries for these categories.
- Questions about the Commerce & Shopper Effies? Email shopper@effie.org.

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**NEW: Brand Experience**

This award will feature work that truly brought a brand, product or retailer to life - either literally or virtually - and interacted with shoppers to influence conversion. You may have re-invented the product demo, re-imagined the pop-up store, or led a “brick and mortar” retail overhaul, or created a new game/interactive film experience that effectively showcases a new product or brand personality. As long it truly came alive and worked. The winners of this award will show how brands and/or retailers are reaching out to their audiences to establish meaningful relationships, memorable engaging experiences, and unique connections.

Entrants in the Brand Experience category must address how the brand experience related back to the overall brand strategy.

**Category/Aisle Evolution**

Some of the most impactful efforts occur when a deep understanding of shoppers’ attitudes, behaviors, and needs lead to innovative category/aisle evolution, whether in-store, online or both. Entrants must outline how the effort utilized shopper activation at shelf or shopper awareness of evolution to enhance the shopping experience and drove greater engagement, conversion and category growth. Successful entries in this category will be sustainable evolutions and not simply promotional in nature.

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**Challenger Brand Solution**

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

Challenger brands are defined as having less than 15% of branded market share in the product/service category.

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 entered brand and it’s top competitors to demonstrate why your brand was a challenger. Judges will deduct from your case if you do not sufficiently prove that your brand is appropriately classified as a challenger brand.

**NEW: Data-Driven**

Brands and retailers using data, analytics, and technology to identify and match the right shopper to the right message at the right time should enter this category. Award submissions should explain how entrants utilized data (i.e., category data, retail channel data, shopper data) to guide commercial growth strategies, support the shopper journey, and ultimately meet their business objectives. Highlight any advanced analytic capabilities that contributed to the success of the program, such as market mix modeling, price elasticity, and Return On Investment (ROI) measurement & analysis.
E-Commerce

The category is for campaigns that effectively used insights, strategy, creative and analytics to drive e-commerce shopper conversion. By utilizing data, and a deep understanding of the shopper, brands and retailers can succeed in an e-commerce setting.

A successful effort will combine strong shopper knowledge with digital marketing practices to increase conversion online. The effort must be based on a shopper insight(s) and be shopper-driven. Explain the strategy of how the effort went to market with ecommerce. Submissions in this category will be solely evaluated on e-commerce effectiveness.

NEW: Media Innovation

Changing the rules to maximize conversion.

This award will showcase those who had the insight and creativity to change the way a particular media channel is consumed or to create a new channel. The award will go to brands and retailers who reached out of the conventional approach to grab their shopper and effectively engage with them. Entrants should identify the specific target and how the campaign influenced conversion.

Whether the effort was one execution or multiple, and/or used one engagement channel or multiple – the work must represent new and creative usage of the media channels we know and love or have not yet met.

Note: All entries must specifically address what was innovative and the conversion achieved. Write the entry to address the category and/or brand situation and provide clear articulation of how the media was used innovatively.

Multi-Brand Shopper Solution

Shoppers are looking for ways to tackle everyday challenges, whether it’s what to prepare for dinner or how to maintain a beautiful lawn – they want all-in-one solutions. This award will celebrate multi-brand/product/manufacturer solutions that came together to address exactly what their target shopper needed. Entries into this category must address the rationale behind the creation of these differentiated shopper solutions. Brands may be from a single manufacturer or multiple manufacturers. Shopper solutions may be developed by manufacturer(s) and/or retailers.

Multi-Retailer Program

For campaigns that ran with a central idea and executed that idea via dedicated rollouts to three or more different retail chains. Cases in this category will highlight and explain both the cohesive thread working at each retailer, and the specific customizations that were done for each retailer. Entrants should outline the specific barriers and challenges in tailoring their solution to each retailer – elaborating on the nuances among the shopper segment and insights at each retailer, differences in retail environments, etc.

New Product/Service Introduction

To enter this category, your case must address the commerce/shopper effort surrounding the launch of your new product/service. Whether it is the creation of a whole new brand, a new product from an existing brand, or a new line extension, submissions in this category need to present how shopper insights were leveraged to overcome the barriers faced by products/services being launched for the first time.

If you are submitting an effort that was part of or inspired by a national campaign, explain how you adapted it for the shopper and the retailer.
Omni-Channel Shopper Solution

In a time when people have more choices than ever, delivering an effective omni-channel experience to shoppers is key to sustained business success. This category will look for cases that exemplify the manufacturers and retailers who have ensured an effective, connected shopper journey.

This category is meant to showcase how manufacturers and retailers are connecting the dots in their engagement strategies to ensure simple, seamless, effective experiences across the shoppers’ path to purchase.

In-store, online, customer service, loyalty programs, mobile apps, delivery services, social media, aisle disruption... it could entail anything - as long as you can show how it was all connected to provide a fully-integrated “shopper journey” from beginning to end.

Winners in this category will represent the best examples of manufacturers and retailers committed to providing effective omni-channel shopper programs.

Seasonal/Event

The most effective manufacturers and retailers are the ones that can strategically plan for and react to the events that most impact their shoppers. This category will feature events, platforms or programs that were created to meet the demands of the shopper that are driven by a season, holiday or cultural event.

Entrants must explain the insight into their shoppers that led to adjusting product and/or creating events/seasonally-based platforms and programs to be in-line with their needs and shopping mindset during a specific time period. Innovative shopper events, strategically created by the retailer and/or manufacturer, may enter here as well.

- Eligibility Period: 9/1/18 – 9/30/19
- If you are including results from September 2019, you are eligible for a later deadline schedule. To confirm eligibility, please contact shopper@effie.org.

Single-Retailer Program

- Mass Merchants
- Supermarkets
- Drugstores
- Other (includes warehouse clubs, value chains, pure-play e-commerce stores, specialty stores including those for consumer electronics, DIY, hardware, office, pet, sporting goods, etc.)

For campaigns that ran with a tailored, retailer-specific idea and executed that idea at a single retail chain. The work in this category will provide insights as to how an effort was effectively designed to work with the particular retailer and the shoppers of that retailer. Entrants should elaborate on the specific shopper barriers affecting their brand at that retailer and how they addressed those issues in a customized way for that particular retailer.

Sustained Success

Commerce & Shopper efforts that have experienced sustained success for more than 3 years are eligible for entry. At a minimum, the creative work and case results must date back to August 31, 2016 and you must include the current competition year’s results. Entries must have a common objective in both strategy and creative executions; with a continuation of core strategic and executional elements that demonstrate effectiveness over time.

To enter you must be able to provide data about the case in its first year (before August 31, 2016), an interim year and the most current competition year (9/1/18-8/31/19).

- Note: There is a special entry form and different creative requirements for the Sustained Success Award. The creative requirements, including different rules for the creative reel, can be found in the Sustained Success section and the Sustained Success entry form.
The Health Effies

Health Effies honor effective marketing within the healthcare industry. Please note the OTC, Services, and Rx categories are considered Product & Service categories, while the Disease Awareness & Education categories are considered Specialty categories. Entrants may only submit an effort into one Product & Service category.

Health Effie submissions will be evaluated by health marketing executives in both Round One and Final Round Judging.

- Review the Effective Entry Guide: Health for help in preparing entries for these categories.
- Questions about the Health Effies? Email health@effie.org.

PRODUCT & SERVICE CATEGORIES

Healthcare - OTC

Efforts for products that are sold without a prescription that address specific health conditions. Efforts may be targeted to healthcare professionals, patients and/or consumers. Only products that address a specific health condition should enter this category – there are separate categories for Beauty, Fitness & Wellness, and Personal Care efforts.

Healthcare - Rx - Consumer/DTC

Efforts for prescription required drugs that are directed to patients and/or consumers. Entrants must detail any regulatory challenges that impacted the effort.

Healthcare - Rx - Devices

Efforts that were developed for devices that address specific health conditions that require a prescription for surgical placement, use or purchase. Efforts may be targeted to healthcare professionals and/or patients. Entrants must detail any regulatory challenges that impacted the effort.

Healthcare - Rx - Professional

Efforts for prescription-required drugs and other healthcare products that are directed to healthcare professionals. Entrants must detail any regulatory challenges that impacted the effort.

Healthcare Services

Efforts that were developed for hospitals, HMOs, health insurance companies, referral services, dental and medical care services, pharmacies or chronic care facilities. Efforts may be targeted to healthcare professionals, patients and/or consumers.

SPECIALTY CATEGORIES

Disease Awareness & Education

Note: Disease Awareness & Education efforts must enter one of these categories - they may not enter Positive Change.

Charitable/Research Funding: Efforts dedicated to generating funding/donations/support for research, treatment and care of specific health conditions.

Non-Profit Public health and non-profit cause marketing efforts produced to raise awareness/education about specific health conditions. Efforts may be targeted to healthcare professionals, patients and/or consumers.

Pharma/Corporate: Brand/client efforts designed to educate and/or promote health awareness. Efforts may be targeted to either healthcare professionals, patients and/or consumers.
The Media Effies

Effie Worldwide created the Media Effies to reflect the ever-increasing importance of the use of media in driving effectiveness.

The Media Effie submissions will be judged by experts within the media industry - across brands, agencies, and media owners. Submissions must speak to the media channel choices & measurement methodologies.

- Review the Effective Entry Guide: Media for help in preparing entries for these categories.
- Questions about the Media Effies? Email media@effie.org.

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.

Media Content Partnerships

This category focuses on efforts based on partnerships between a brand and a media owner/platform to create and activate original media content beyond traditional advertising.

These partnerships demonstrate the innovative consumer connections that media companies can develop for advertisers via integrated communication channels centered on creative and strategic content. Each activation channel is critical to delivering the overall effectiveness and impact of the campaign and shows the value media companies can deliver.

The winners of this award will represent those advertisers and media partners that knew exactly where and how to connect with their audience via the assets and creativity of a media company. Submissions must detail the strategic reasoning behind the partnership - why was this partner chosen over others? Clearly detail the selection process of the partner, and explain how this partnership led to the results that met the objectives of the brand.

(Media categories continue on next page)
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 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.

Media Innovation

- **Media Innovation - Emerging & New Channels**
- **Media Innovation - Existing Channel**

Changing the rules to maximize impact.

This award will showcase those who had the insight and creativity to change the way a particular media channel is consumed or to create a new channel. The award will go to those who reached out of the conventional approach to grab their audience and effectively engage with them.

Whether the effort was one execution or multiple, and/or used one engagement channel or multiple – the work must represent new and creative usage of the media channels we know and love, or have not yet met.

- **Note:** All entries must specifically address what was innovative and the results achieved. Write the entry to address the category situation and provide clear articulation of how the media was used innovatively.
The Positive Change Effies

The Positive Change Effies reward and celebrate the brands and non-profits that are promoting the greater good through marketing communications. The program has two tracks - Environmental and Social Good.

- Review the Effective Entry Guide: Positive Change for help in preparing entries for these categories.
- Questions about the Positive Change Effies? Email positivechange@effie.org.

Environmental
(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:

**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.

**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.
**Social Good**

The Positive Change: Social Good 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.

Note: Efforts focused on disease awareness & education must enter the Disease Awareness & Education categories – they are not eligible in the Positive Change categories.

**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.

**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.
GLOBAL EFFIE AWARDS

Communication efforts eligible for this award must be for a single brand idea running across multiple worldwide markets.

- Entry materials for the 2020 Global Effie Awards will be posted in late October at the Global Effie website.
- Questions? Email global@effie.org.

WORLDWIDE EFFIE AWARDS PROGRAMS

Effie Worldwide offers competitions in over 50 countries and regions. To see a full listing of our partner programs, please visit our Worldwide Partner Listing.