

# Categories

# faqs

## Product & Service Categories

There are over 10 product and service categories to choose from. You may only enter one product/service category per effort.

## Speciality Categories

The Speciality Categories are designed to address a specific business situation or challenge. When entering into 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 down score your entry if you are missing information required by the category definition.

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## FAQs

- **What category should I enter?**

Review [category definitions](#) and past winners in the [Case Study Database](#). If you are unsure if your case falls under the definition of a certain category, or you aren't sure which category it should be entered in, please write a brief synopsis of the case, any questions you have along with a list of categories you are thinking of entering your effort into and email them to us at [effieuk@effie.org](mailto:effieuk@effie.org).

- **Can I enter one case into multiple categories?**

Yes. You may enter an effort into one Product/Service category and multiple speciality categories. You will need to complete a separate entry form, submit a separate set of creative samples and pay the entry fee for each additional category.

Each entry should be customised to speak to the specifics of each entered category whenever possible. Judges are often frustrated when an entry clearly wasn't tailored for the category they are reviewing.

- **Exception:** New Product/Service Introductions are not allowed to enter into their Product/Service Categories. They can enter only into the New Product/Service category and, if applicable, additional Speciality Categories.

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

- **What category gets the least number of entries?**

Effie does not reveal entry numbers. The number of entries in a category does not significantly affect your chances of winning and award. If a category has more qualifying entries than we can advance in a given year, we will look into ways of splitting a category in order to honour more great work.

- **Do I need to use a special entry form for my category?**

Yes, there are 3 different entry forms in the Online Entry System for the 2018 Effie Awards UK Competition, dependent on which category you are entering, as follows:

- Sustained Success category has its own entry form;
- Positive Change: Environmental categories have their own entry form;
- All other categories (Produce/Service, Speciality categories and Positive Change: Social Good categories) have their own form – Main Entry form.

- **Can I re-enter past winning work?**

You may re-enter past winning work within the following requirements:

- Past Gold Effie winners for Effie United Kingdom can re-enter into a category in which they did not win Gold and can re-enter the same category where they won Gold after two years.
- Past Silver and Bronze Effie winners can re-enter into any category.
- Past David vs. Goliath winning brands (Gold/Silver/Bronze) are not eligible to enter the David vs. Goliath category in the subsequent year to their win.

# categories

## Product & Service Categories

Automotive-Vehicles & Aftermarket  
Beauty & Personal Care  
Beverages-Alcohol  
Beverages-Non Alcohol  
Electronics  
Food  
Entertainment, Sports & Leisure  
Finance  
Government, Institutional, Recruitment  
Healthcare  
Internet, Telecom & Utilities  
Retail  
Travel & Tourism  
Other Products & Services

# category outline

## Speciality Categories

Brand Experience: Live; Virtual/360; Live/Virtual/360  
Business-to-Business  
Corporate Reputation  
David vs. Goliath  
Media Idea  
Media Innovation – Existing Channel  
Media Innovation – New Channel Creation  
New Product/Service Introductions  
Olympics Marketing  
Renaissance  
Seasonal Marketing  
Small Budgets  
**NEW!** Sustained Success: Products, Services  
**NEW! Positive Change**  
Social Good - Brands  
Social Good – Non-Profit  
Environmental - Brands  
Environmental – Non-Profit

# categories

# product & services category definitions

- **Automotive - Aftermarket & Vehicles.** Aftermarket includes: gasoline, motor oil, tires, batteries, paint, quick-lube, oil change, muffler, transmission, windshield wipers, enhancements, etc. Vehicles includes cars, trucks, motorcycles, vans, both brand and model advertising.
- **Beauty & Personal Care.**
  - Products and services focused on beauty, which includes cosmetics, fragrances, hair products, nail products, etc.; beauty services such as salons, spas, etc.
  - Personal care products such as soap, dental products, face & body lotions and cleansers, cotton swabs, deodorants, feminine hygiene products, razors, shaving cream, etc.
- **Beverages - Alcohol.** Beer, champagne, spirits, wine, wine coolers, after dinner drinks, etc.
- **Beverages - Non-Alcohol.** Diet and non-diet soda, coffee, tea, juices, squash, milk, milk substitutes, bottled water, sparkling water, energy drinks etc.
- **Electronics.** Audio and/or video devices such as TVs, radios, mobile devices, home entertainment (DVD/Blu-ray players), cameras, computer hardware, game consoles, laptops, tablets, sound systems, etc. Electronic devices may be aimed at consumers or businesses.
- **Entertainment, Sports & Leisure.**
  - Includes all forms of entertainment e.g., apps, video games, movies, programmes (TV, online, radio), books, DVDs, games, etc.
  - Sporting events such as Wimbledon, the Ashes, sports teams, etc (but excludes Olympics & Paralympics as they are in a separate category).
  - Recreational, sporting, and camping goods/services and other items/ services intended for leisure activity.
- **Finance.** Financial products and services including: communications promoting overall image and capabilities of a financial institution; specific products or services including current and savings accounts, insurance products, home banking, loans, mortgage, mutual funds, traveller's cheques, as well as banking apps etc.
- **Food.** Fresh food, chilled and frozen packaged frozen foods both regular and diet/light. Snacks & desserts such as ice cream, confectionery, crisps, cookies, biscuits, bakery items, nut, fruit & vegetable snacks, popcorn, etc.
- **Government, Institutional & Recruitment.** Local or national government economic development, lotteries, membership drives, educational institutions/organisations, armed forces marketing communications. Includes political messages and special interest/trade group communications.
- **Healthcare.** Pharmaceuticals, general healthcare & OTC products, supplements, dental and medical care services. Health education and disease awareness programs for consumers. Note: Health campaigns with a social cause may also be eligible for the Positive Change: Social Good-Brands category. See definition for details.)

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- **Internet, Telecom & Utilities.** Mobile network providers, high speed Internet access services, online services, portals, search engines and related Internet products & services (including SaaS/IaaS and Cloud based services), bundled communications (internet, telephone, and TV). Fixed telephone line providers. Utilities such as electricity, gas, alternative fuel.
- **Retail.** Open to all retail / e-tail / mail order companies with general or specific merchandise. E.g., department stores; online retailers; clothing, fashion, shoes or jewelry stores; food retailers; movie/book stores; discount/bulk retailers; pet care; toy stores; greeting cards; craft stores, etc.
- **Travel & Tourism.** Cruises, hotels, resorts, amusement parks, travel websites and booking services, travel tours, tourism campaigns, etc.
- **Other Products & Services.** Product & services that do not fall into the other categories.

# categories

# speciality category definitions

- **Brand Experience. New for 2018!** Entrants will enter into one of the 3 sub-categories:
  - **Brand Experience – Live**
  - **Brand Experience – Virtual/360**
  - **Brand Experience – Combination (Live, Virtual/360)**
- 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. Only work that truly brought a brand or product to life – either literally or virtually – 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 bricks and mortar retail overhaul; you could have created a new game or interactive 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 be the work that shows 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 UK categories, you can enter whether your work brought the brand to life as the entire marketing effort or as part of the larger marketing programme.
  - **Note:** Judges will expect to understand the ‘participation’ in the experience as a core factor.
  - **Effie Tip:** Entrants submitting into the Brand Experience category are encouraged to also submit into the applicable product/service category.
- **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.
- **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 1) smaller, new, or emerging brands making inroads against big, established leaders, or 2) established small brands taking on “sleeping giants” or 3) companies that moved into a new product/service field with large, well-established competitors (however, your brand cannot be a sub-brand of a larger company).
  - 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.
  - Winners (at any award level) in the previous year’s competition in this category are not eligible to enter the subsequent year.

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- **Media Idea.** This is about outstanding effectiveness as a result of 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 recognise those cases that were led by the media thinking. The award honours media led ideas that are powerful enough to become the genesis of the communications program itself. All efforts driven by the media idea are eligible to enter. Examples:
  - Content Led – Cases led by a content idea.
  - Data Driven Insights – Cases led by a data driven insight.
  - Tech Led – Cases led by a technology idea.
  - Media Idea Led – Cases led by a Media Idea other than those listed above.
- **Media Innovation.** Changing the rules to maximise 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. Enter your case into one of the following sub categories:
  - **Media Innovation - New Channel Creation**
  - **Media Innovation - Existing Channel**
  - **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.
- **New Product or Service Introductions.** 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 (flavour, 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).
  - Entrants with new products/services may not enter their corresponding product/service category; however, entrants may submit into other speciality categories they see fit.
  - **Note:** 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 small budgets, etc.
- **Olympics Marketing.** This is an award for cases that had a targeted marketing strategy surrounding the 2018 Winter Olympics. Entries must detail the “why” behind their Olympic strategy and provide proof that the results were a direct result of the engagement with the Olympic marketing platform.
  - Both corporate campaigns and marketing efforts for individual brands that ran in the UK are eligible for this category. Entries must isolate & provide results for the UK only.
  - **Note:** The eligibility period for this category runs from January 1, 2017 through March 31, 2018. Entries in this category cannot include results after March 31, 2018.
  - This category has special entry deadlines for this category only:

▪ First deadline	13 <sup>th</sup> April 2018
▪ Second deadline	27 <sup>th</sup> April 2018
▪ Third deadline	11 <sup>th</sup> May 2018
▪ Fourth deadline	18 <sup>th</sup> May 2018

- **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.** 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 honour those efforts that effectively capitalised on a season, holiday or cultural event – key moments in the British annual calendar - to drive results for their business. Examples of key seasonal events are Christmas, Easter, Mother's Day, Father's Day, Valentine's Day.
- **Small Budgets.** Cases eligible for this category must represent the only communications efforts for this brand during the qualifying time period. To be eligible, an entry may not be for a line extension, a sub brand, or have an overarching brand campaign to support it. Value of donated and non-traditional media as well as activation costs must be included. Budget eligibility is as follows:
  - Local Efforts: £50,000 or less
  - Regional Efforts: £200,000 or less
  - National Efforts: £500,00 or less
- **New for 2018! Sustained Success.** Product or service communications efforts that have experienced sustained success for **3 or more years** are eligible for entry.
  - At a minimum, the case must date back to 31<sup>st</sup> December 2014 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, an interim year and the most current year. The current year's results must be included.
  - You have a choice of 2 sub-categories: **Sustained Success – Products** or **Sustained Success – Services**

*\*A special entry form and different creative requirements are required for the Sustained Success Award.*



# categories

# Positive Change category definitions

## Positive Change: 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 did not. 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.
- We have split the Social Good category into two sub-categories, with information below.
  - **Positive Change: Social Good – Brands.** This award celebrates brands that are making the world a better place by using the power of their platforms for “good.” Winning efforts will represent the campaigns that most effectively combined business goals with a social cause and successfully related that cause back to the company's overall brand strategy, resulting in positive business and social impact.
    - Marketing communications undertaken by for-profit entities that focused on social causes (health, education, community, family, etc.) are eligible.
    - When entering, entrants must provide information on the intent-to-do-good goals and business goals for the effort and the results achieved for both.
    - How the Social Good initiative related back to the overall brand strategy. Why was this initiative selected and why was it the right fit for the brand?
  - **Positive Change: Social Good – Non-Profit.** Designed for communications of a public service/greater good nature for a non-profit organisation. Entrants must show measureable impact and proven results in support of the cause.

## New for 2018! Positive Change: Environmental

- The Positive Change: Environmental category celebrates efforts that have measurably shifted audience behaviour 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 business 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 behaviour 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 results of behaviours 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

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- Enter your case into one of the following categories:
  - **Positive Change: Environmental – Brands.** Recognising brands with marketing programmes that have measurably shifted audience (B2B or B2C) behaviour 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.** Recognising non-profit organisations and associations with marketing programmes that have measurably shifted audience (B2B or B2C) behaviour 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.

*\*A special entry form is required for the Positive Change: Environmental categories.*