

Entry Form Template

This document serves as a guide to help you through the entry process. Use this template while crafting your submission to enable easy collaboration among team members. Copy & paste your answers to the questions below in the online [Entry Portal](#). All entries must be submitted via the [Entry Portal](#). A PDF of your entry will be available after submission. The answers provided on this form will be evaluated by judges.

ENTRY DEADLINE: APRIL 1, 2026

ENTRY TIPS

- **CLIENT BRIEF:** Refer to the [client brief](#) for specific challenge requirements and parameters, in addition to pertinent background information. The brief can only be accessed after a [Non-Disclosure Agreement](#) has been submitted.
- **BREVITY:** Be clear, concise, and compelling. [Shorter, well-written entries](#) typically stand out, as judges are reviewing numerous entries.
- **SPEAK TO THE BRAND CHALLENGE:** Make sure that you effectively address the brand challenge and provide solutions that directly respond to the challenge.
- **TELL A STORY:** Judges are looking for an engaging, well-written, consistent story that links each section of the form together. Before you start your entry, write a summary paragraph and determine [how the sections connect](#). Then, begin to provide further details and answer the specifics of each question.
- **REVIEW:** Before submitting, [proofread](#) your case for grammar, spelling, punctuation, etc. Review all requirements from the client brief to ensure you have responded to all parts of the challenge.

Review more advice on crafting your submission in the [Effective Entry Guide](#).

FORMATTING & ENTRY REQUIREMENTS

- **PRIMARY RESEARCH:** At least [two primary research](#) sources are required. All claims/facts presented must be sourced using footnotes.
- **WORD LIMITS:** Because each entrant has a different story to tell, word limits are kept broad. However, you are not required or encouraged to utilize all space provided.
- **CHARTS & GRAPHS:** You are encouraged to display data via charts & graphs within the limits allotted in each question. To insert charts & graphs in your responses in the Entry Portal, save each chart/graph individually as a .jpg image (700-900 pixels wide or tall recommended).
- **NO PICTURES/SCREENGRAABS:** Do not include images of your creative work or other images, including social media screenshots, in the written portion of your entry.
- **NO EXTERNAL LINKS:** Do not direct judges to external websites - judges can only review the content provided in your written entry and creative examples.
- **CREATIVE ASSETS:** Brand logos, and all creative assets provided, are only to be used for the purpose of this competition. Creative executions should only be viewed by team members, focus groups, faculty/professors, etc. Public distribution of creative executions that include branding elements will result in automatic disqualification.

ENTRY FORM TEMPLATE

All questions require an answer. Responses will be evaluated by judges. Additional data must be submitted in the online Entry Portal. Please begin working in the Entry Portal in advance of the entry deadline.

ENTRY DETAILS

TEAM NAME <i>Create a name for your team that will be used for publicity purposes if your case is a finalist or winner.</i>	
ENTERING SCHOOL	
ENTRY TITLE <i>Provide a campaign title that captures the essence of your work.</i>	
BRAND / CHALLENGE	UNA-USA
ENTRY ID# <i>Your Entry ID# is obtained once you have started your entry in the online Entry Portal.</i>	

ENTRY SUMMARY

Why is this the best solution to the marketing challenge presented by the UNA-USA? Why is this entry worthy of being presented to the brand team?

(Maximum: 100 words)

Provide your answer.

Give the judges an understanding of the entry they are about to read by providing a one-sentence summary for the below sections.

(Maximum per line: One Sentence - 20 words.)

Challenge:	Provide a one-sentence summary.
Insight:	Provide a one-sentence summary.
Strategic Idea/Build:	Provide a one-sentence summary.
Bringing the Strategy & Idea to Life:	Provide a one-sentence summary.
Measurement Methodology:	Provide a one-sentence summary.

SECTION 1: CHALLENGE, CONTEXT & OBJECTIVES

25% OF TOTAL SCORE

This section provides the judges with the background to your challenge and objectives. In this section, judges evaluate whether they have the necessary context about the industry category, competitors, and brand to understand your entry and the degree of challenge represented by your objectives.

1A. CHALLENGE & CONTEXT

What are the specific challenges/opportunities that the brand faces? Provide information on the category/marketplace, brand, competitive environment, and/or the product/service that created your challenge and your response to it. Be sure to provide competitive context.

(Maximum: 275 words; 3 charts/graphs)

Effie Collegiate Tips:

- The strategic challenge is the glue that shapes the other elements of the entry and should be clear to understand.
- Provide context about the degree of difficulty of this challenge.
- Strategically address the marketing challenge outlined in the brief; this is a key piece in defining the problem.
- Go deeper than restating what was provided in the client brief.

Provide your answer.

1B. TARGET AUDIENCE

Define the audience you are trying to reach. Provide a clear definition and insight into your target audience. Talk about your audience's attitudes and behaviors. Describe them using demographics, psychographics, culture, media behaviors, etc. Include attitudinal/ behavioral/ media consumption habits.

(Maximum: 150 words; 3 charts/graphs)

Effie Collegiate Tips:

- Identify the audience and describe their attitudes, emotions, behaviors, culture, etc. - this is not the same as a demographic definition/description.
- Judges want to understand who the target is and what makes your idea the perfect way to reach them.
- Be sure to add new insights, rather than restating the directions or information provided in the assignment.
- Explain why this is the audience you are trying to reach and why this audience is important to the brand and the growth of the brand's business?

Provide your answer.

1C. OBJECTIVES & KEY PERFORMANCE INDICATORS (KPIs)

What are your measurable objectives and why are they important for the brand? What are the Key Performance Indicators (KPIs) against your objectives?

Your entry may have one or all the following objectives:
A. Business, B. Behavioral, and/or C. Perceptual/Attitudinal.
State specific objectives that apply to your case. Provide a % or # and timeframe for all objectives. Explain why these objectives are important for the brand.

(Maximum: 150 words; 3 charts/graphs)

Effie Collegiate Tips:

- Make sure there are specific benchmarks to support your goals.
- Relate to the overall brand objectives.
- Objectives should align with the idea, media, and desired results.
- Be concise and straightforward, focus on addressing the challenge and driving business amongst the target audience.

Provide your answer.

SOURCES: SECTION 1

You must provide a source for all data and facts presented anywhere in the entry form.

SUGGESTED SOURCING LAYOUT: Source of Data/Research, Type of Data/Research, Dates Covered

- Use footnotes to provide sourcing information in each scoring section. Entrants are encouraged to use superscript to link data points to the footnotes provided below.
- Entrants are not permitted to outline additional information in the sources section. Entrants may only include the specific sources of data for the information presented in your responses to questions.

Provide sourcing.

SECTION 2: INSIGHTS & STRATEGY 25% OF TOTAL SCORE

This section covers the key building blocks of your strategy. Outline your key insight(s) and how they led to the strategic idea that addressed the business challenge the brand was facing. Your idea should be borne from these unique insights.

2A. INSIGHT

What was the insight that led to your idea? What observations led to your insight?

Explain: How was your idea driven by target audience insight. Detail any research that led to the insight or validated it. If there were media channel insight, timing opportunity, or other factors that informed the idea or plan, please highlight these in the relevant sections.

(Maximum: 175 words; 3 charts/graphs)

Effie Collegiate Tips:

- Keep in mind, an insight is not merely a fact or observation based on research; it is the strategic insight unique to your brand and audience that was leveraged to help meet your objectives. Your idea should be borne from these unique insights.
- Explain how you arrived at your insight. Include how the target audience's behaviors and attitudes and/or business situation led to the unique insights that will lead to the brand's success and how those insights informed your idea.

Provide your answer.

2B. STRATEGIC IDEA

In one sentence, state your strategic idea. What is the core idea or strategic build that will drive your effort (i.e., lead your communications strategy)?

(Maximum: One-Sentence: 20 words)

Effie Collegiate Tips:

- Make sure the idea doesn't regurgitate the objectives.
- What is at the very heart of this case? The idea should not be a tactic or a tone; the big idea is **not** the execution or tagline.

Provide a one-sentence answer.

SOURCES: SECTION 2

You must provide a source for all data and facts presented anywhere in the entry form.

SUGGESTED SOURCING LAYOUT: Source of Data/Research, Type of Data/Research, Dates Covered

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Provide sourcing.

SECTION 3: BRINGING THE STRATEGY & IDEA TO LIFE (EXECUTION) 25% OF TOTAL SCORE

This section relates to how you will translate your core strategic idea into a compelling creative platform and channel plan i.e. how and where you will bring your strategy to life. Judges are looking to understand why you chose specific media channels and how they relate to your strategy and audience. Judges will be providing their score for this section based on the information you provide in Question 3 and the creative work as presented in the creative reel and images. Between the creative examples and your response to this question, the judges should have a clear understanding of the creative work that your audience experienced and how the creative elements worked together to achieve your objectives.

3A. COMMUNICATIONS & MEDIA STRATEGY

How will you bring the strategy & idea to life? Explain your idea and your overall communications strategy.

Describe and provide rationale for your communications strategy that brings your big idea to life. Outline your key channels choices and explain why you selected them. Demonstrate how your creative executions address the challenge. How do your creative and media strategies work together to reach your target audience?

Requirement: minimum of three (3) different creative executions via three (3) unique media channels.

(Maximum: 400 words; 3 charts/graphs)

Effie Collegiate Tips:

- Tell judges how you will bring the strategy to life. Explain the creative idea and your overall communications strategy, as borne from the insights and strategic challenge described earlier.
- Tell the judges where you will bring the strategy to life and why you chose those channels. **Why** are your channel choices right for the target audience and idea?
- **Why** did you choose these channels and not others? Why are these right for your target audience?
- Creative executions must be in-line with objectives and strategic recommendations and tied back to business goals.

- Watch for inconsistencies between how you communicate your execution in the written case and how your case is presented in the video. The video and your written responses should complement one another.
- Refer to the “what we expect to see” section of the client brief for creative and media requirements/recommendations.

Provide your answer.

3B. BUDGET ALLOCATION

List the main communications touch points for your effort and estimate the percentage (%) of the total budget that will be allocated to each.

(Maximum: 100 words; 3 charts/graphs)

Effie Collegiate Tips:

- Will your communications plan change over time? If so, explain how.
- Be sure to refer to the client brief for specific budget parameters.

Provide your answer.

SOURCES: SECTION 3

You must provide a source for all data and facts presented anywhere in the entry form.

SUGGESTED SOURCING LAYOUT: Source of Data/Research, Type of Data/Research, Dates Covered

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Provide sourcing.

SECTION 4: MEASUREMENT METHODOLOGY (RESULTS) 25% OF TOTAL SCORE

This section relates to “results.” Be sure to explain the significance of your results as it relates to the brand. Tie back to the objectives outlined in Section 1. Charts/graphs to display data are allowed.

4A. MEASUREMENT METHODOLOGY

How do you know it will work?

Detail the measurement methodology that will be used to determine results. What tools will be used to measure the success of your effort? Refer to your responses in section 1. Make sure you address each objective. Indicate why the results you expect are significant in the context of your research. Source all research.

(Word Limit: 200 Words; 5 charts/graphs)

Effie Collegiate Tips:

- How would you gauge results - looking for testing and performance methodologies.
- There needs to be a way to assess the effectiveness of the campaign against the set objectives using measurable benchmarks.
- Results need to answer the objectives - they shouldn't be ambiguous.

Provide your answer.

4B. BENCHMARKS

What are your pre/post measurable benchmarks?

(Maximum: 100 words; 5 charts/graphs)

Effie Collegiate Tips:

- Have a measurement process. How do you know it will work? Give your statistics meaning.

Provide your answer.

4C. POTENTIAL OUTCOMES

What are the potential positive/negative outcomes?
Be sure to include any feedback you received from testing your creative work among focus groups.

(Maximum: 100 words; 5 charts/graphs)

Effie Collegiate Tips:

- If you are going to point out the potentially negative impact of the campaign (which is honest and good), you should also provide a solution or a rationale to overcome it.
- All claims/facts/quotes presented must be sourced (using footnotes).

Provide your answer.

SOURCES: SECTION 4

You must provide a source for all data and facts presented anywhere in the entry form.

SUGGESTED SOURCING LAYOUT: Source of Data/Research, Type of Data/Research, Dates Covered

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Provide sourcing.