



**effie** COLLEGIATE

---

## **2019 ENTRY COMPANION GUIDE**

---

The purpose of this document is to help entrants improve their submissions. On the following pages, you will find feedback from judges across each of the scoring sections.

The information and statements made in this document do not represent the opinions of the Effie Worldwide organization, its board of directors, steering committee, or staff. Comments and data presented, except for the entry guidance, are straight from the industry executives who have served on past Effie Collegiate Juries.

We hope you find this information useful as you prepare your entries for the 2019 Effie Collegiate Subaru Brand Challenge.

---

# CHALLENGE, CONTEXT & OBJECTIVES

## 25% OF TOTAL SCORE

(SECTION 1, QUESTIONS 1.A-C)

---

This section is the glue that shapes the other components of your entry. Judges will evaluate whether they have the necessary context about industry category, competitive landscape, and brand to understand your entry and the degree of challenge represented by your objectives.

### CHALLENGE & CONTEXT (1A.)

**TIP: Go beyond what the client has provide in the client brief. Identify the challenge to address and support why this is the right opportunity for the brand.**

- 👉 "To have a strong set-up, you must have a clear understanding of the challenge."
- 👉 "The brand may be facing many challenges. Do not try to address too many of them. It will keep your campaign from having a clear insight."

### TARGET AUDIENCE INSIGHT (1B.)

**"Keep it simple and support your assertions with research rather than making broad generalizations about the target audience. That will enable you to come up with a stronger, more solid idea to drive your execution."**

- 👉 "Uncover your insight by answering the following: How does the target behave and why? Who are they? What do they believe? Then align the answers with what you want them to do."
- 👉 " Who is the audience you are trying to reach? Describe their attitudes, emotions, behaviors, culture, etc."
- 👉 "Use the target insight section to tell the judges who your target is and what makes your idea the perfect way to reach them."
- 👉 "Even if you diagnose the target audience demographically, you still need deeper insight with regard to establishing an emotional connection that drives towards a creative idea."

- 👉 “ Research to find out the target’s barriers and motivations. **Know your target, its nuances, how to communicate with your audience, and how to encourage action.**”
- 👉 “ Put yourself in the shoes of the target audience. Don’t just give general facts.”
- 👉 “Having a lot of research is great. But you must build a core strategic platform, based on a core insight, which is built from your research (both qualitative and quantitative).”
- 👉 “Consider the consumption habits of your target audience” .
- 👉 “Create a consumer-driven insight and carry it through into a unique and ownable idea.”
- 👉 “When it comes to qualitative research, it is important to remember the results are directional, not statistical. How would you measure the attitudinal/perception shifts?”
- 👉 “Basing too much on your findings can be dangerous. You need to strive for a balance between qualitative research (focus groups) and quantitative research (studies & stats); i.e., narrowing your target is good, but do not narrow too much, or you’ll lose all relevance.”
- 👉 “Gather solid research (both primary and secondary) and extract key insights and truths that set the foundation for the big idea and the engagement strategy.”

**“When you combine a strong target insight along with something uniquely true about the brand, you have the winning combo that can lead you to great and unique work.”**

## **OBJECTIVES & KEY PERFORMANCE INDICATORS (KPIs) (1C.)**

**TIP: Give context around the objectives. Explain why they are important and significant for the brand.**

- 👉 “Make sure there are specific benchmarks to support your goals. More importantly, don’t just think like a marketer, but also as a human being. Take risks. Be bold.”
- 👉 “Be concise and straightforward, focused on addressing the brand’s challenge and driving business among the target audience.”
- 👉 “Clear objectives with effective tracking & monitoring.”

**“Objectives should well-articulate the problem/behavior/perception/attitude you are trying to address.”**

- 👉 “Be specific, clear, and measurable.”
- 👉 “The objectives should align with the idea, media, and desired results.”
- 👉 “Have a time-frame for each objective.”
- 👉 “Relate directly to the target audience, as well as to results.”
- 👉 “Don’t confuse the objective with the big idea.”

---

## INSIGHTS & STRATEGIC IDEA | 25% OF TOTAL SCORE

(SECTION 2, QUESTIONS 2. A-B)

---

Judges evaluate how inventive and effective the Idea & Strategy in meeting the communications challenge and how closely the idea, Strategy and Results address the Challenge.

**TIP: Create a big strategic idea for activity that enables you to pivot from challenge to solution for the brand and customer.**

- 👉 “When thinking about a strategy, keep in mind that the message should intrigue people to fully engage them with the product and overall brand.”
- 👉 “A link should exist between insight, strategy, and creative.”
- 👉 “Make sure the idea doesn’t regurgitate the objectives.”
- 👉 “The idea should not be a tactic or a tone.”
- 👉 “Get to the truth about people. Compare that to the perception issue and create an idea.”
- 👉 “The ability to identify the needs and aspirations of your target helps to strengthen the overall campaign.”
- 👉 “Focus on the idea and how you would track the result.”
- 👉 “The idea should be about the consumer, not a straight fact.”
- 👉 “The idea elevates insights and gives a reason to engage.”

**“The idea is a clear, ownable manifestation of the strategy that will connect with people.”**

**"A creative idea that is born from your target insights; the way this idea is brought to life should solve your objectives."**

- 👉 "The Idea should be something that creates an emotional bond to the brand."
- 👉 "Choose a simple concept that has the potential to be effective."
- 👉 "Focus on bringing out one idea and make sure it ties back to the objectives/strategy."
- 👉 "Have a clear path to how you got to the idea, with clear articulation."
- 👉 "Tie the effort back to the strategic challenge and the qualitative data."
- 👉 "Execute the idea in a variety of ways. (i.e., use a variety of tactics.)"

---

## EXECUTION: BRINGING THE IDEA TO LIFE

### 25% OF TOTAL SCORE

(SECTION 3, QUESTIONS 3. A-B)

---

In this section, judges will look to see why you chose specific media channels, how you relate your strategy to your target audience, and how your creative executions work together to reach the target. Detail the rationale and strategy in the entry form and show the creative work on the creative reel.

**TIP: Ensure your creative and media plans work together to deliver optimal impact.**

- 👉 "Creative executions need to be in-line with objectives and strategic recommendations and tied back to business results."
- 👉 "Understand how to develop a consistent, memorable, relatable creative concept."
- 👉 "Watch for inconsistencies between how your case was presented in the video form and how you communicated it in your written entry."
- 👉 "Consistent message/benefit communicated across media channels."
- 👉 "Execute campaign through multiple media channels."
- 👉 "Relevant choices – most effective ways to reach specific target."

**"Channels chosen should be interesting and break through to answer your challenge."**

- 👉 "Research should support the creative and media choices."
- 👉 "Be sure to provide details on budget allocation (question 3B)."
- 👉 "Make sure that your consumer insight is strong enough that it pulls through all the way to the strategic thinking behind your creative execution."
- 👉 "Think outside the box, less conventional. **Creative is more interesting when it's not predictable.**"
- 👉 "Executions should be cohesive."
- 👉 "Make sure that your creative feels motivational for action."
- 👉 "Create something impactful/memorable enough to drive change."
- 👉 "Make sure the creative is in line with the brand's personality (i.e. client brief, creative assets)."

---

## MEASUREMENT METHODOLOGY

### 25% OF TOTAL SCORE

(SECTION 4, QUESTIONS 4. A-C)

---

How do you know it will work? Detail the results you think will be achieved by the effort and how you will measure its success.

- 👉 "Measuring effectiveness: set measurable benchmarks (pre/post launch). There needs to be a way to assess the effectiveness of the campaign against the set objectives."
- 👉 "How would you gauge results – look for testing & performance methodologies."
- 👉 "Results need to answer the objectives – they shouldn't be ambiguous. "
- 👉 "The ability to measure and show impact makes for great results."
- 👉 "Instead of listing out general positives and negatives, you should plan for specifics and call those out (e.g., 'we will increase the FB fan base by \_ %'). Then, you can measure and optimize along the way to achieve your objectives."
- 👉 "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."

**"Results and objectives should be closely linked to efficiently measure outcome."**

---

## ADDITIONAL JUDGE FEEDBACK

---

**"BE CONCISE."**

**"Have confidence. Educate, empower, and inspire your clients. They should feel like if they don't execute your idea they are fools!"**

**"Trim out unnecessary 'fluff.' Judges know marketing basics."**

**"There should be a clear linkage through each section of the entry form."**

**"Brand association - would the brand stand behind this campaign? Think about the client's overarching brand efforts."**

**"Writing should tell a clear and single-minded story."**

**"It's important to make sure you're adding new insights and information in each answer and not simply restating the directions or information provided in the assignment."**

**"Ask yourself: what's in it for consumers? What do you want your consumer to take away?"**

**"Think through your consumer and what truth you're trying to tap into."**

**"Just 'a good idea' is not going to make your campaign the winner. Judges prefer submissions that are well written, concise, and focused."**