

# CATEGORIES: OVERVIEW

## CATEGORY LIMIT

To honour 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 industry category. You are not required to enter an Industry category – you may enter four speciality or business challenge categories instead.

- Each entry should be customised 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-categorise entries, split/redefine categories and/or refuse entry any at any time. Test market entries are not eligible for the Effie Awards United Kingdom competition.

## PROVING EFFECTIVENESS OF YOUR WORK IN CONTEXT OF 2020

You may be asking yourself how to demonstrate the effectiveness of your effort in 2020 – a year in which the UK businesses faced challenges like never before. Yet despite these curveballs, the UK business community has shown real resilience. All industry norms appear to have gone out the window. So, how do you show effectiveness of your work? It is highly likely that you'll struggle to show business-as-usual year on year performance in a year when nothing was business-as-usual.

Outline what particular circumstances you were facing. How your competition and category responded and why your activity drove effectiveness more powerfully. This will enable our judges to understand your entry fully and judge it on its individual merits – which is the Effie way, no matter what the year.

## BUSINESS CHALLENGE AND SPECIALITY CATEGORIES

The Business Challenge and Speciality Categories are designed to address a specific business situation/challenge or marketing discipline. There are approx. 30 categories, with focuses on audiences, business challenges, 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 down score your entry if you are missing information required by the category definition.

## INDUSTRY CATEGORIES

There are approx. 30 industry categories to choose from. You may only enter one industry category per effort.

## POSITIVE CHANGE CATEGORIES – IN COLLABORATION WITH WORLD ECONOMIC FORUM

The Positive Change Effies reward and celebrate the brands and non-profits that are promoting the greater good through marketing.

There are four Positive Change categories to choose from within two tracks – Environmental and Social Good - depending on whether the entrant brand is a non-profit or for profit organisation.

## UNSURE WHICH CATEGORY TO ENTER?

If you are unsure what category best fits your brand, please email [mateja@effie.org](mailto:mateja@effie.org).

## CATEGORIES: OUTLINE

### BUSINESS CHALLENGE CATEGORIES

**NEW:** Marketing Disruptors  
 New Product/Service Introductions  
 Renaissance  
 Seasonal Marketing  
 Seize the Opportunity (formerly Carpe Diem)  
 Small Budgets  
 Sustained Success: Products, Services  
 Topical Marketing

### SPECIALITY CATEGORIES

**NEW:** Rising to the Challenge of 2020  
 Behavioural Science  
 Brand Experience  
 Business-to-Business  
 Commerce & Shopper  
 Corporate Reputation  
**NEW:** Community Management  
 Media Strategy & Idea  
 Partnerships & Sponsorships  
**NEW:** Performance Marketing  
**NEW:** Social Media

### POSITIVE CHANGE CATEGORIES

Social Good – Brands  
 Social Good – Non-Profit  
 Environmental – Brand  
 Environmental – Non-Profit

### INDUSTRY CATEGORIES

**Maximum of one industry category per effort. It is not required to enter an Industry category.**

Automotive  
 Beauty & Personal Care  
 Beverages  
 Culture & The Arts  
**NEW:** Delivery Services  
**NEW:** Education & Training  
 Electronics  
 Entertainment & Sports  
**NEW:** Fashion & Accessories  
 Finance  
 Food  
**NEW:** Gaming & E-Sports  
 Government, Institutional & Third Sector  
 Healthcare  
 Hobbies, Leisure & Recreation  
 Home Goods & Services  
 Internet, Telecom & Utilities  
**NEW:** Professional Services  
 Restaurants  
 Retail  
**NEW:** Software  
 Travel, Transport & Tourism

**If you work ran in another market, in addition to the UK, you may be eligible to enter it into these additional competitions:**

**Another Country-Specific Effie Awards competition**

**Effie Europe Awards competition**

**Global Effie Awards: multi-region competition**

**Equally, any effort that originated outside the UK, but ran in the UK is eligible for the Effie UK Awards competition.**

# CATEGORIES: DEFINITIONS

## BUSINESS CHALLENGE CATEGORIES

**Marketing Disruptors.** This award is for efforts that grew their business / brand by changing the marketing model in ways that drive the entire industry category they operate in forward. A marketing disruptor of any size can enter. You can also be an established or a new or an emerging brand to enter this category. The disruption can come from you:

- making inroads against big, established brands
- taking on “sleeping giants”
- moving into a new product/service field beyond your current category and set of competitors to tackle a dominant leader
- crafting your marketing model in a way that fundamentally changes the laws of the industry segment

Entrants must detail the business & marketing challenge, the competitive landscape and how they succeeded by changing the existing marketing model for the brand / category and how that’s impacted on the whole sector they operate in. Judges will deduct from your case if you do not sufficiently prove that your brand is a true marketing disruptor.

**New Product or Service Introductions.** Any marketing effort used to introduce a new product or service that is not a line extension. 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).

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.

**Renaissance.** This is an award for rebirth efforts. To enter your brand must have experienced a downturn of several years and a period of at least six months of upturn sales. The effort being entered needs to have been the driver of renaissance, perhaps via re-positioning or an alternative strategic approach. 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.** 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. Seasons, holidays and events allow marketers the opportunity to build strategic marketing efforts based on the time-based interests of their target audience. Examples of key seasonal events are Christmas, Easter, Mother’s Day, Father’s Day, Valentine’s Day.

Note: The eligibility period for this category runs from 1<sup>st</sup> November 2019 and 31<sup>st</sup> December 2020. Results need to be reported for this period.

**Seize the Opportunity.** This category is looking for those brands that had the insight to know how and when to “throw a stone into a pond” and maximise 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 & off line, 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.

**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. This category is all about what you were able to achieve with a small media budget, rather than small production and creative budget. Budget eligibility is as follows:

- Local Efforts: £50,000 or less
- Regional Efforts: £200,000 or less
- National Efforts: £500,00 or less

**Sustained Success\*.** Product or service marketing 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 2017 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 (31<sup>st</sup> December 2017 or earlier), an interim year and the most current year (1<sup>st</sup> January 2020-31<sup>st</sup> December 2020). The current year's results must be included (1<sup>st</sup> Jan 2020 – 31<sup>st</sup> Dec 2020).
- You have a choice of 2 sub-categories: **Sustained Success – Products or Sustained Success – Services.**
- **\*A separate entry form and different creative requirements are required for the Sustained Success category.**

**Topical Marketing.** 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.)

- Annual events should enter the Seasonal Marketing category.

## SPECIALITY CATEGORIES

**Rising to the Challenge.** This category is for brands that created positive change by effectively adapting, embracing change and diversifying their marketing programme or entire business activities in response to significant structural and cultural shifts of 2020 in the UK (e.g. Covid-19, Black Lives Matter movement, Brexit).

We want to celebrate work that showcases how businesses rose to these challenges – though clear understanding of the context, assessing their objectives and taking strategic actions, to the results that followed (for some this meant not going bankrupt; for others it was not going backward; while others thrived as a result of the circumstance they found themselves in). Entrants will need to demonstrate the effectiveness of the action for the brand. Tell us why you did what you did, how did you do it and what was the result for your brand/business. Examples can include a pivot in positioning, a change in portfolio management, a digital acceleration, etc.

Note: This category is not suitable for efforts in response to competitor's business-as-usual actions. For such efforts, please select another category from those we have available have available.

**Behavioural Science.** This category is about recognising marketing efforts inspired by behavioural science. When applied in the context of wider marketing and communications, behavioural science can help us get a deeper understanding of consumer behaviour – what are the actual behaviours and what are causes for this behaviour. Because it is the consumer behaviour that leads to action.

- To be eligible to enter into this category you need to provide specific detail that your strategy was influenced by behavioural science. You need to spell out clearly how you went about pinpointing the behavioural bias that was the inspiration behind your marketing effort. Tell us what levers you used to then apply the learnings and insights from this behavioural bias to instigate or change a consumer behaviour to your advantage in order to achieve your objectives.
- Your effort can span beyond marketing communications and into wider marketing – e.g. product design, packaging, pricing, place, positioning – or any combination of these.

**Brand Experience.** This category is for efforts that have successfully achieved their objective through a brand experience rather than communication. That experience can be virtual or tangible – e.g. 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. This category is meant to showcase how you can create a brand experience beyond traditional advertising, in order to connect with your audience. The winners of this award will be the work that shows how brands 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.
- 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.
- Judges will expect to understand the ‘participation’ in the experience as a core factor.

**Business-to-Business.** This category is for marketing efforts from businesses targeting other businesses. Business-to-business efforts for any type of product or service, from any marketplace segment, are eligible to enter.

**Commerce & Shopper.** This award will honour the most effective integrated efforts designed to engage the shopper and guide the purchase process online and / or in-store.

- Eligible efforts include those for single or multiple brands, and/or for a category solution.
- All media channels are eligible for inclusion: mobile, digital, TV, video displays, magazines, social media, sampling programs, in-store signage and displays, etc.
- The award will be given to the efforts that best demonstrated how they effectively connected with the shopper, influenced along the path to purchase, and inspired to become a buyer.

**Corporate Reputation.** This category is for efforts 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.

**Community Management.** 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 and act. 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.

**Media Strategy & Idea.** This category recognises those efforts that were led by media thinking. The award honours media led strategic thinking and ideas that are powerful enough to become the genesis of the communications programme itself. The line between what constitutes a creative idea and a media idea is blurring. There are occasions when the media idea or media strategy drove the entire effort. All efforts driven by the media strategy and/or idea are eligible to enter. Examples:

- Media Strategy – Cases where media planning and strategic approach spearheaded the effort.
- 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.

**Partnerships & Sponsorships.** This category is for marketing efforts centred around partnerships and/or sponsorships. Entrants are required to provide information on the nature of partnership/collaboration/sponsorship and strategic rationale/fit behind it, as well as evidence that it was this partnership/sponsorship that led to effective results and delivered your objectives. Partnerships & sponsorships can be between two brands or between a brand and an individual e.g. an influencer/public-life personality. This partnership/sponsorship can be part of a wider marketing effort or a standalone activity and the entrant needs to make this clear in their entry.

**Performance Marketing.** This category recognises the most effective performance marketing efforts. Performance marketing refers to online marketing and advertising programmes in which advertisers (a.k.a., “retailers” or “merchants”) pay marketing companies (a.k.a., “affiliates” or “publishers”) when a specific action is completed; such as a sale, lead or click. Key performance marketing channels include native advertising, sponsored advertising, affiliate marketing, social media advertising, search engine marketing. To participate your effort must be led by performance marketing and you must demonstrate how your effort drove results for the business using performance marketing practices and KPIs.

Note: Entrants must use the performance marketing entry form when submitting under this category.

**Social Media.** This category is for efforts that set out with the explicit purpose of using social as the primary touchpoint or have social at their heart. The kind of idea that is specifically designed to take advantage of the socially connected consumer and the influence of social. This could include efforts that effectively worked with key influencers to reach their target audience to achieve short or long-term marketing goals.

Judges are looking for campaigns that begin with a social idea, as opposed to advertising or integrated campaigns with a social media element. They will need a clear rationale for why social was the right way to tackle the brief, and evidence of how social activity measurably and materially drove the commercial result. It is not enough to count the number of impressions, likes or shares. You will need to measure and prove the commercial value of social through the direct effect it had on audience behaviour or perceptions and demonstrate correlation with the achieved business results.

## INDUSTRY CATEGORIES

**Automotive.** This category includes vehicles as well as aftermarket.

- Vehicles includes cars, trucks, motorcycles, vans, both brand and model advertising.
- Aftermarket includes: gasoline, motor oil, tires, batteries, paint, quick-lube, oil change, muffler, transmission, windshield wipers, enhancements, etc.

**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.** This category includes alcoholic as well as non-alcoholic beverages.

- Alcoholic beverages are beer, champagne, spirits, wine, wine coolers, after dinner drinks, etc.
- Non-alcoholic beverages are diet and non-diet soda, coffee, tea, juices, squash, milk, milk substitutes, bottled water, sparkling water, energy drinks etc.

**Culture & The Arts.** Plays, museums, immersive experiences, music organisations and festivals, concert series, cultural festivals, theatre festivals.

**Delivery Services.** Couriers, package/freight shipping, food & drink delivery, grocery delivery, flower/gift delivery, overnight delivery, package racking, international service, etc.

**Education & Training.** Includes all educational organisations and institutions, training programmes, job/career sites, etc.

**Electronics.** TVs, radios, mobile devices, home entertainment, laptops, tablets, cameras, smart home devices, 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, including films, TV shows, radio shows, podcasts, books, music, comics, games, toys, entertainment apps, etc. Sporting events such as Wimbledon, the Ashes, Six Nations, sports teams, etc. *Note: Please see the new Gaming & E-Sports category for video games.*

**Fashion & Accessories.** Includes all apparel, accessories, jewellery, styling services, clothing rentals, etc.

**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.** All food, whether fresh, chilled and frozen and packaged, foods both regular and diet/light. Also includes snacks and desserts such as ice cream, candy/sweets, chips, cookies, bakery items, nut, fruit & vegetable snacks, popcorn, chocolate bar etc.

**Gaming & E-Sports.** All forms of e-sports and single and multi-player video games, including virtual reality, arcade, console, mobile, online & computer games.

**Government, Institutional & Third Sector.** Local, regional and national government & its various departments such as health, armed forces, transport etc; educational institutions/organisations; NGOs & charities sector; trade bodies & their efforts focusing on economic development, membership drives, recruitment drives, public good messages etc. Includes political messages and special interest/trade group communications.

**Healthcare.** Health Products & Services are both eligible to enter this category. These efforts may be targeted to healthcare professionals, patients and/or consumers or both. These can be efforts for products that are sold without a prescription that address specific health conditions (Over-The-Counter); products that are sold through a prescription; efforts developed for health services or healthcare professionals. Products and services that address a specific health condition should enter this category – there are separate categories for Beauty & Personal Care or Hobbies, Leisure & Recreation efforts.

**Hobbies, Leisure & Recreation.** Products and services aimed at hobbies, leisure, and recreation, including, but not limited to: dating services/apps, wedding planning platforms, personal development/improvement programmes/apps, genetics/ancestry testing services, sporting and camping goods/services and other items/ services intended for leisure activity. Also includes products/services focused on consumer health and/or promoting a healthy lifestyle, fitness & wellness. 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.

**Home Goods & Services.** Includes:

- Furnishings & appliances such as 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, fertilisers, lawn care, gardening services.

**Internet, Telecom & Utilities.** Mobile network providers, high speed Internet access services, online services, portals, search engines, bundled communications (internet, telephone, and TV). Fixed telephone line providers. Utilities such as electricity, gas, alternative fuel.

**Professional Services.** Includes services such as accounting, consulting, legal, staffing, recruitment, property/real estate/estate agency, domestic and commercial services, etc.

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

**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 jewellery stores and food retailers; movie/book stores; discount/bulk retailers; pet care; toy stores; greeting cards; craft stores, etc. Also includes fashion brands & designers selling direct to consumer such as clothing, jewellery, handbag, accessories, shoes, eyewear designers.

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

**Travel, Transport & Tourism.** Air, train, bus, taxi, rideshare services, subway systems, bike/scooter shares, car rentals, ferries, etc. Cruises, hotels, resorts, amusement parks, travel websites and booking services, travel tours, tourism campaigns, etc. **Automotive.** This category includes vehicles as well as aftermarket.

- Vehicles includes cars, trucks, motorcycles, vans, both brand and model advertising.
- Aftermarket includes: gasoline, motor oil, tires, batteries, paint, quick-lube, oil change, muffler, transmission, windshield wipers, enhancements, etc.

## POSITIVE CHANGE CATEGORIES

### Environmental Track

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.

Winners of this award showcase how effective marketing programmes 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 behaviour towards more environmentally sustainable choices and environmentally conscious messaging must be a part of the marketing. Entrants should address how the sustainability goal relates back to the overall brand and business strategy. Criterion for this award is the result of behaviour 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, service or action for the first time.
- **Product/Service Substitution** – Switching to a more sustainable product, service or action.
- **Change in Use** – Using a product/service more sustainably than before or taking a more sustainable action.

#### Enter your case into one of the following categories:

- **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.
- **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.

### Social Good Track

The Positive Change: Social Good category celebrates marketing efforts proven effective in addressing a social problem or in expanding an existing programme in ways that benefit our society. This is about creating positive societal and cultural change, challenging the established status-quo and smashing accepted norms and stereotypes that create societal inequalities. Examples include initiatives that tackle food poverty, access to healthcare & education, creating a more diverse and inclusive society, creating equal opportunities at work and in wider society for all members of 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 efforts, whether full campaigns or unique efforts within a campaign are eligible to enter as long as measurable results exist.

#### Enter your case into one of the following categories:

- **Social Good – Brands:** Recognising brands that are making the world a better place by using the power of their marketing 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:** Recognising non-profit organisations and associations whose marketing efforts have effectively driven positive change for society and successfully contributed back to the organisation's purpose. Campaigns must show measurable impact and proven results in support of the cause.