

**effie**  
awards

**Welcome**

# Agenda

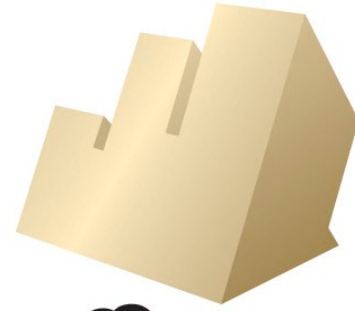
- 13u30 - 13u45 **Introduction**
- 13u45 - 14u30 **A Golden Effie 2019 for Special Olympics**
  - Analysis build up of case + tips & tricks
  - By Tomas Sweertvaegher, Strategy Director - LDV United
- 14u30 - 15u15 Exclusive presentation of a **dutch Double Golden Effie 2019**
  - Hoe Koning TOTO een stoffig merk weer tot leven bracht
  - By René Plas, Marketing Manager - Nederlandse Loterij & Tom Kelder, Account Director - TBWA/Neboko

# Agenda (cont'd)

- 15u15 - 16u00 **TBWA: Effie Beast Agency Belgium**
  - Hoe begeleid je je klant strategisch om steeds opnieuw een Effie te winnen?
  - by Gunther Van Lany, Strategic Director – TBWA
- 16u00 - 16u45 **Touchpoint Strategy of winning Telenet case 2019**
  - Hoe bouw je deze in tripartite klant/creatief bureau/media bureau
  - by Ofelia Faes, Business Leader - PHD Media
- 16u45 - 17u00 **Closing**
  - by Lydia Desloover, Director Effie Belgium



# Introduction



**effie** .

**Effectiveness in marketing communications,  
spotlighting marketing ideas that work  
&  
encouraging thoughtful dialogue  
about the drivers of marketing effectiveness.**

# Winner of an Effie ?

**Effie awards ideas that work**

...

Great ideas that achieve real results.

Strategy that goes into creating them.

Communication as a proven driver of results.

# Criteria

**Part  
1**

**Challenge, Context & Objectives**

**20%**

**Part  
2**

**Insights & Strategic Idea**

**20%**

**Part  
3**

**Bringing the Idea to Life**

**30%**

**Part  
4**

**Results**

**30%**

**Part  
1**

## **Challenge, Context & Objectives**

- 1A. What was the business situation before the effort began?  
What was the challenge?
  
- 1B. What was the Audience?
  
- 1C. What were the measurable objectives & KPIs?



Part  
2

## Insights & Strategic Idea

- 2A. What was the insight?  
What observations led you to the insight?
- 2B. What was the strategic big idea?

**Part  
3**

## **Bringing the Idea to Life**

Explain the creative strategy: 15%

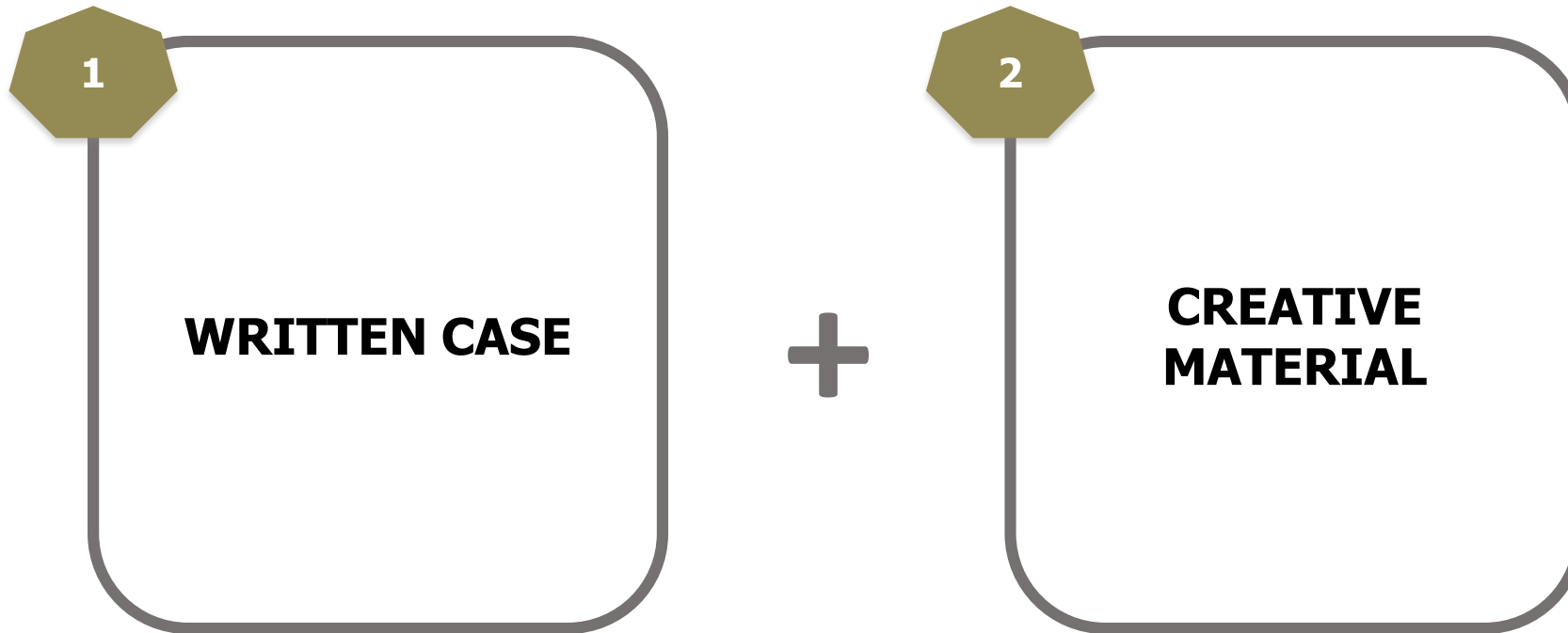
Explain the touch point strategy: 15%

Part  
4

## Results

- 4A. How do you know your approach was effective?  
Show the results
- 4B. Isolate other influencing factors
- 4C. ROI

# Judging of the case



# **JURY PROCESS**

# 2 phases

**Phase  
1**

**Individual scoring  
by judges  
separately**

**No discussion**

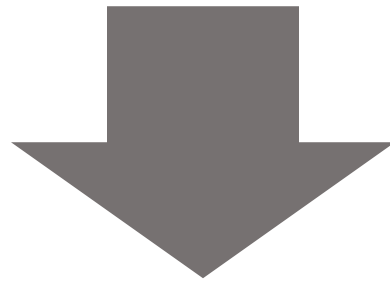
**On line**

**Phase  
2**

**Jury day**

**Cases are  
discussed**

**Selection of  
finalists & winners**



## **Effie Finalists**

### **Winners**

*Gold*

*Silver*

*Bronze*

*(Grand Effie)*

**! Not all submitted cases will become finalist**

**! Not all finalists become Effie winners**

## **Categories for submission:**

- 1. Gedragcampagnes - Kort**
- 2. Gedragcampagnes - Lang**
- 3. Merkcampagnes**
- 4. Maatschappelijke impact**
- 5. Small is Beautiful**



# **New since 2018: “Mention of Excellence in Touchpoint Strategy”**

- **For Effie Nominees only**
- **1 medium or combination of several**
- **Clear KPI's**
  - **Make sure Touchpoints are well elaborated**
- **Awarded by Effie jury**
- **Supported by our various media partners**

# **“Mention of Excellence in Strategy”\***

- **For Effie Nominees only**
- **Awarded by creative agencies amongst Effie jury**

**\* Formerly known as Strategic Shift Award**

