

effie
awards

Welcome



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

EFFIE = RECEPT



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.

LEKKER RECEPT

HOE MOET JE ERMEE AAN DE SLAG



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%

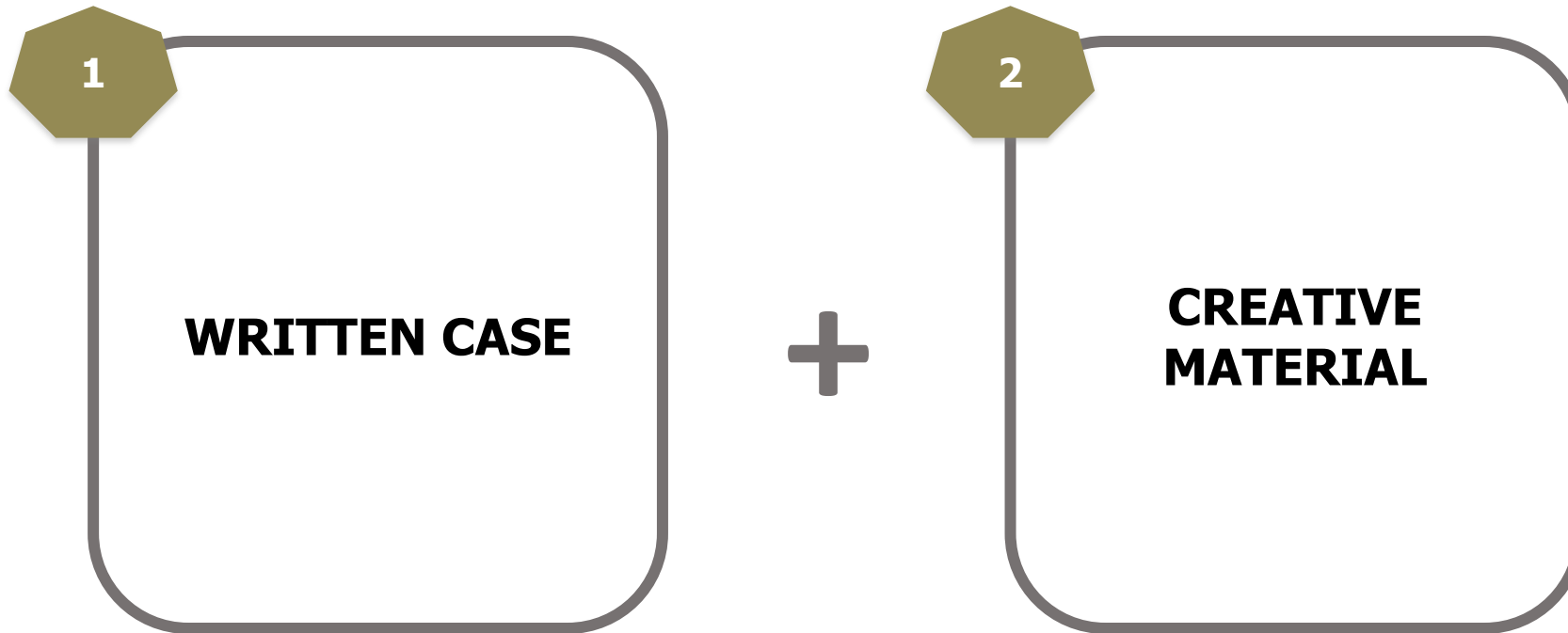
Explain the touch point strategy: 15%

**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



TOUCHPOINT STRATEGY



DETAILS



JURY PROCESS

2 phases

Phase 1

**Individual scoring
by judges
separately**

No discussion

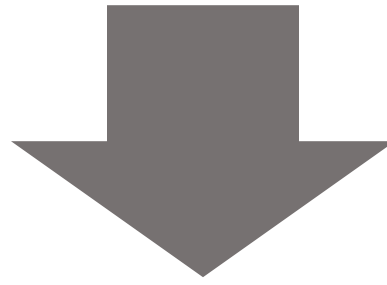
On line

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. Gedragscampagnes - Kort**
- 2. Gedragscampagnes - 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**