



effie AWARDS

MENA

2022

Effie® MENA Awards
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Welcome.

And Thank you.

Effie stands for effectiveness in marketing communications. We spotlight ideas that work, and encourage thoughtful dialogue about the drivers of marketing effectiveness.



CATEGORIES STRUCTURE

NEW FOR 2022: CATEGORY LIMIT

To honor 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 and you may enter up to two Commerce & Shopper categories. You are not required to enter a industry category or a Commerce & Shopper category - you may enter four specialty categories instead.

- Each entry should be customized to speak to the specifics of each entered category whenever applicable. Judges are often frustrated when an entry clearly wasn't tailored for the category they are reviewing.
- You will need to complete a separate entry form and pay the entry fee for each additional category.
- MENA Effie Awards reserves the right to re-categorize entries, split/redefine categories and/or refuse entry any at any time.

INDUSTRY CATEGORIES

There are 17 industry categories to choose from. Category definitions provide guidance regarding the types of industries that may enter that category; however, it is not an exclusive list. If you are unsure what category best fits your brand, please email menaeffie@mediaquestcorp.com.

You may only enter one industry category per effort.

SPECIALTY CATEGORIES

The Specialty Categories are designed to address a specific business situation or challenge. There are over 30 specialty categories, with focuses on audiences, business achievements, health, media, commerce & shopper marketing and industry trends.

When entering into 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.**

Marketing efforts that ran in the MENA Region at any point between July 1, 2021 and June 30, 2022* are eligible to enter.

CATEGORIES

FAQs

WHAT CATEGORY SHOULD I ENTER?

Review category definitions, if you are unsure if your case falls under the definition of a certain category, or you aren't sure which category it should be entered in, please email menaeffie@mediaquestcorp.com with a brief synopsis of the case, examples of the creative, and the categories you are considering.

WHAT CATEGORY GETS THE LEAST NUMBER OF ENTRIES?

Effie does not reveal entry numbers. The number of entries in a category does not affect your chances of winning an award. There are minimum scores to be a finalist or winner in the competition. If no case meets the minimum, no recognition of that level would be given, regardless of number of entries. Similarly, if a category has more qualifying entries than can be recognized by the maximum number of awards in a category, we will look into ways of splitting a category in order to honor more great work.

DO I NEED TO USE A SPECIAL ENTRY FORM FOR MY CATEGORY?

There are three entry forms for the 2022 competition:

- Standard Entry Form
- Performance Marketing Entry Form
- Sustained Success Entry Form

CAN I RE-ENTER PAST WINNING WORK?

You may re-enter past winning work within the following requirements:

- 2021 Gold Effie winners can only re-enter a category in which they did not win Gold 2019 and earlier. Gold Effie winners can re-enter any category.
- Past Silver and Bronze Effie winners, finalists and non-finalists can re-enter into any category.
- Past Gold Sustained Success winners can re-enter the Sustained Success category after 3 years.
- 2021 David vs Goliath (Gold/Silver/Bronze) are not eligible to enter these categories this year.

CATEGORIES OUTLINE

INDUSTRY CATEGORIES

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

- Automotive - Vehicles & Aftermarket
- Banking, Finance, and Insurance
- Beauty, Fragrance, Fashion & Fashion Accessories
- Beverages Alcohol & Non-Alcohol
- Electronics
- Entertainment & Sports
- Food
- Government & Public Service
- Gaming & E-Sports
- Household Supplies & Services
- New Products or Service Introduction
- Personal Care
- Retail
- Snacks & Desserts
- Internet & Telecom
- Travel, Tourism and Transportation
- Healthcare Services & Healthcare - OTC

SPECIALTY CATEGORIES

You can enter 4 specialty categories per effort

AUDIENCE

- **Revised:** Business-to-Business: Products & Services
- Youth Marketing: Product, Services
- Families & Children

BRAND CONTENT, ENTERTAINMENT & EXPERIENCE

- Experiential Marketing: Live, AR/VR/Digital and Live+ AR/VR/Digital
- Brand Integration & Entertainment Partnerships
- Branded Content & Entertainment

BUSINESS ACHIEVEMENT

- David vs Goliath
- Marketing Disruptors
- Small Budgets: Non-Profit, Products, Services
- Sustained Success: Products, Services

COMMERCE & SHOPPER

- Experiential Shopper Marketing
- Crisis Response/Critical Pivot
- E-Commerce
- Omni-Channel Shopper Solution

DIGITAL

- Influencer Marketing
- Performance Marketing
- Social Media

MARKETING INNOVATION SOLUTIONS

- Data Driven
- **New:** Media Idea
- Media Innovation: Existing Channel, Emerging & New Channels

POSITIVE CHANGE

- Environmental: Brands, Non-Profit
- Social Good: Brands, Non-Profit

TOPICAL & ANNUAL EVENTS

- Seasonal Marketing: Products, Services



CATEGORIES

INDUSTRY

AUTOMOTIVE - VEHICLES & AFTERMARKET

Includes Gasoline, motor oil, tires, batteries, paint, quick-lube, oil change, muffler, transmission, windshield wipers, enhancements, etc. Cars, trucks, motorcycles, vans. Both brand and model advertising.

BANKING, FINANCE AND INSURANCE

Financial product & services including: marketing efforts, promoting overall image and capabilities of a financial institution; specific products or services including credit/debit cards, reward/loyalty cards, financial planning, mobile payment services, retirement funds, Shari'ah compliant products, investment, home banking, loans, mortgage, mutual funds, etc. It also includes all types of insurance eligible (home, auto, financial, life, travel, business, etc.) with exception of health insurance.

BEAUTY, COSMETICS, FRAGRANCES, FASHION & FASHION ACCESSORIES

Includes cosmetics, fragrances, hair products, nail products, skincare treatments, salons, spas, apparel, accessories, jewelry, styling services, clothing rentals, etc.

BEVERAGES ALCOHOL & NON-ALCOHOL

Beverages including beer, champagne, liquor, wine, hard seltzers, wine coolers, etc. Includes diet and non-diet soda, coffee, tea, juices, milk, milk substitutes, bottled water, sparkling water, energy drinks, etc.

ELECTRONICS

TVs, radios, mobile devices, home entertainment, laptops, tablets, cameras, 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, e.g. video games, movies, TV shows, podcasts, games, toys, entertainment apps, board games, etc. Sporting events such as World Cup, FIFA, sport teams, etc. It also includes sports equipment & sports apparels.

FOOD

All types of food including fresh, packaged and frozen, both regular and diet/light.

GOVERNMENT & PUBLIC SERVICE

Municipal or state economic development, lotteries, utilities, civil, diplomatic armed forces, parks, libraries, public services, etc. Includes political messages and recruitment efforts.

GAMING & E-SPORTS

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

HOUSEHOLD SUPPLIES & SERVICES

Cleaning products, waxes, detergents, floor-care, products, fabric softener, paper products, domestic services, mowers, fertilizers, lawn care, gardening services. Includes homeware Furnishings & Appliances like: Kitchen and laundry appliances, airconditioners, carpeting, furniture, decorator's supplies, paint and wallpaper.

HEALTHCARE SERVICES & HEALTHCARE OTC

Efforts for products that are sold without a prescription that address a specific health condition, Efforts may be targeted to healthcare professionals, patient's ad /or consumers. Only products that address a specific health condition should enter this category - there are separate categories for **Beauty and Personal Care** efforts.

Efforts that were developed for hospitals, HMOs, health insurance companies, referral services, dental and medical care services, pharmacies or chronic care facilities. Efforts may be targeted to healthcare professionals, patients and/or consumers. ►

CATEGORIES

INDUSTRY

NEW PRODUCTS OR SERVICE INTRODUCTION

Any marketing effort used to introduce a new product or service that is not a line extension. Brand new products or new products in a new category are eligible.

Effie defines line extension as:

- Any variation of an existing product which 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 (flavor, 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).

CATEGORIES

INDUSTRY

PERSONAL CARE

Soap, oral care, face & body lotions and cleansers, basic eye and ear-care products (e.g. cotton swabs, eye drops, etc.), deodorants, feminine hygiene products, razors, shaving cream, etc.

RETAIL

Open to all retail companies (online and/or brick & mortar) with general or specific merchandise. E.g., malls, boutiques, department stores, clothing, shoes, hosiery, jewelry stores; food retailers; movie/book/card stores; discount/bulk retailers; toy stores, branded outlets, accessories/specialty shops, purses/luggage.

SNACKS & DESSERTS

Ice cream, candy, chips, cookies, bakery items, nut, fruit, & vegetable, snacks, popcorn, etc.

INTERNET & TELECOM

Mobile network providers, high speed Internet access services, online services, bundled communications (internet, telephone, and TV), etc

TRAVEL, TOURISM AND TRANSPORTATION

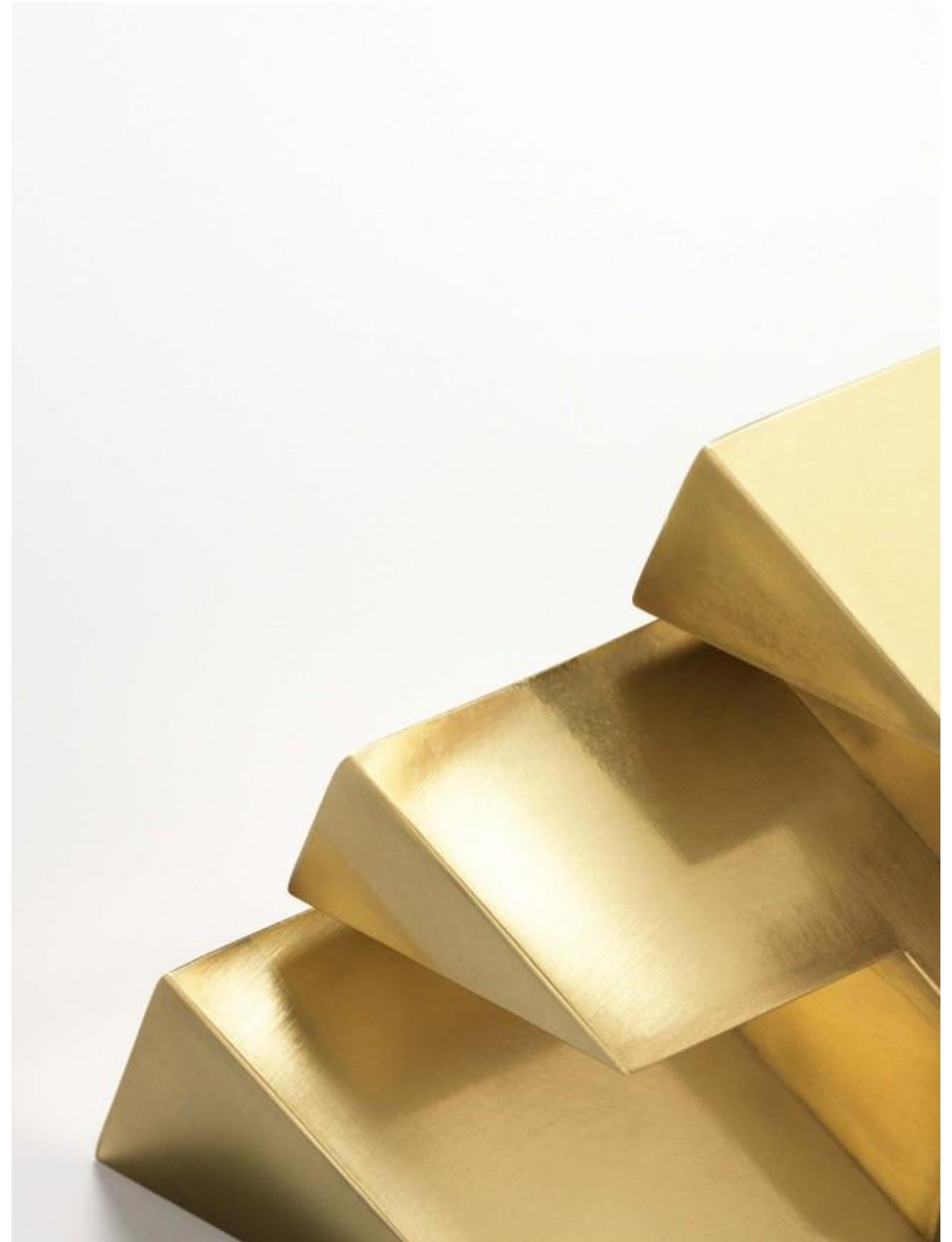
This category is open for Air, train, bus/trolley, taxi, subway systems, rideshare services, driving schools, public transport, car rentals, leasing not including automobile sales /leasing, ferries, etc. Airlines, cruise operators, travel tours (tour operators, travel websites and booking services, etc.), hotels, resorts, amusement parks, tourism campaigns, duty free outlets and Destination Malls- defined as a mall that offers a mix of lifestyle products, leisure and entertainment activities.



CATEGORIES

GENERAL SPECIALTY CATEGORY DEFINITIONS

The specialty categories are designed to address a specific business situation or challenge. When entering 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 specific category definition. Judges will down score your entry if you are missing information required by the category definition.



CATEGORIES

AUDIENCE CATEGORY DEFINITION

BUSINESS TO BUSINESS

- **Business-to-Business - Products & Services**

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.

YOUTH MARKETING

- **Youth Marketing - Products**
- **Youth Marketing - Services**

This category will honor those efforts that successfully communicate to teens or young adults.

Your entry should be written in a way that identifies how the case was created and specifically directed to this audience and how it succeeded.

Identify any elements in the creative work or strategy that are specifically directed to the youth market and any relevant dynamics and/or nuances, trends, values, linguistic characteristics, and their significance with respect to your submission. Judges may not be familiar with this particular youth audience, so this is your opportunity to showcase the details that they may miss.

FAMILIES & CHILDREN

This category will honor those efforts that successfully communicated to parents of children aged 12 and under.

Your entry should be written in a way that identifies how the case was created and directed to this audience and how it succeeded. For these efforts targeting children, it can be helpful for judges to include any relevant information on the restrictions and requirements that are a part of communicating to this audience.

CATEGORIES

BRANDED CONTENT CATEGORY DEFINITIONS

EXPERIENTIAL MARKETING

- **Experiential Marketing: Live**
For Live event brand experience
- **Experiential Marketing: AR/VR/Digital**
For augmented/virtual reality/digital brand experiences
- **Experiential Marketing: Live+ AR/VR/Digital**
For brand experiences that include both live event, and augmented/virtual reality/digital components.

This category is not for efforts that focused on TV, radio or print ads to connect with an audience. It is meant to showcase how you can create a brand experience beyond traditional advertising.

Work that truly brought a brand or product to life and interacted with a specific audience to achieve desired objectives should be entered.

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, an alternate or virtual reality experience or interactive/immersive 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.

The winners of this award will show how advertisers 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.



CATEGORIES

BRANDED CONTENT CATEGORY DEFINITIONS

BRAND INTEGRATION & ENTERTAINMENT PARTNERSHIPS

This award will honor those brands that have effectively reached their audience via strategic integrations & entertainment partnerships. Submission should detail how the brand was seamlessly interwoven within the right content in an engaging way. Detail the strategic reasoning behind the partnership – why was this partner chosen over others? Clearly details the selection process of the partner, and explain how this partnership led to the results that met the objectives of the brand.

BRANDED CONTENT & ENTERTAINMENT

This category is for efforts that effectively reached their audience through the creation of original branded content that is not advertising. The core of a branded content entry should be content designed to be consumed/experienced and sought out by the consumer for entertaining or informative reasons. Entrants must detail the content created, how it related back to the overall brand and business goals, how it was distributed to, and shared by, the audience, and the results it achieved for the brand and business. Branded content may be produced and distributed by either publishers or independently and can include longform entertainment.

Judges will expect to understand why branded content was chosen as a tactic.

CATEGORIES

BUSINESS ACHIEVEMENT CATEGORY DEFINITIONS

DAVID VS GOLIATH

This is an award for smaller, NEW, or emerging brands:

- **Making inroads against big, established leaders**
- **Taking on “sleeping giants”**
- **Moving into a NEW product/service field beyond their current category and set for competitors to tackle a dominant leader**

Entrants must detail the business challenge, the competitive landscape, and how their business succeeded despite the odds. You are required to define your competitive landscape, including the market difference between the David and Goliath to demonstrate why your brand was a David.

Judges will deduct from your case if you do not sufficiently prove that your brand is David in the situation.

MARKETING DISRUPTORS

This award is for efforts that grew their business / brand by changing the marketing model in ways that drive the industry forward. A marketing disruptor of any size can enter. Entrants must detail the marketing challenge, the competitive landscape and how they succeeded by changing the existing marketing model for the brand / category.



CATEGORIES

BUSINESS CHALLENGES CATEGORY DEFINITIONS

SUSTAINED SUCCESS

- Sustained Success - Products
- Sustained Success - Services

Efforts that have experienced sustained success for 3 years are eligible for entry. At a minimum, the creative work and case results must date back to June 30, 2019, 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. Answer all questions for the initial year and describe how/why change occurred over time.

To enter, you must be able to provide data about the case in its first year (June 30, 2019), an interim year and the current competition year (6/1/21 - 7/31/22).



CATEGORIES

BUSINESS CHALLENGES CATEGORY

SMALL BUDGETS

- Small Budgets - Non-Profit
- Small Budgets - Products
- Small Budgets - Services

Cases eligible for this category must represent the only marketing efforts for this brand (brand defined as listed in the "brand" question of the Effie entry form) during the time period that the effort entered ran.

To be eligible, an entry may not be for a line extension. Effie defines line extension as: a variation of an existing product with the same brand name and some category but with a new characteristic, a derivative of the product or service that offers modified features without significantly changing price; a product bearing the same name and offering a varied option (e.g. new flavor, diet version etc.)

Value of donated and non-traditional media as well as activation costs must be included.

Budget eligibility is as follows:

- Local Efforts: AED 300,000 or less
- Regional Efforts: AED 500,000 or less



CATEGORIES

COMMERCE & SHOPPER CATEGORY DEFINITIONS

Honoring the most effective integrated campaigns designed to engage the shopper and guide the purchase process to achieve conversion. You may only enter an effort into a maximum of **two Commerce & Shopper categories**.

EXPERIENTIAL MARKETING

Revised

This award will feature work that truly brought a brand product or retailer to life - either literally or virtually - and interacted with shoppers to influence conversion. You may have re-invented the product demo, re-imagined the pop-store, or led a "brick and mortar" retail overhaul, or created a new game/interactive film experience that effectively showcases a new product or brand personality. As long as it truly came to life and worked. The winners of this award will show how brands and/or retailers are reaching out to their audiences to establish meaningful relationships, memorable engaging experiences, and unique connections.

Entrants in the Brand Experience category must address how the brand experience related back to the overall brand strategy.

CRISIS RESPONSE / CRITICAL PIVOT

This award is for brands that created positive change by effectively pivoting their shopper marketing program or business activities in response to significant structural and cultural shifts (e.g. Covid 19, BLM, election, etc.) in the current landscape in order to more effectively connect with the shopper along the path to purchase and drive conversion. Entrants will need to demonstrate the effectiveness of the action for the brand. Examples can include a pivot in positioning, a change in portfolio management, a digital acceleration, etc.

CATEGORIES

COMMERCE & SHOPPER CATEGORY DEFINITIONS

E-COMMERCE

This category is for campaigns that effectively used insights, strategy, creative and analytics to drive e-commerce shopper conversion. By utilizing data, and a deep understanding of the shopper, brands and retailers can succeed in an e-commerce setting.

A successful effort will combine strong shopper knowledge with digital marketing practices to increase conversion online. The effort must be based on a shopper insight(s) and be shopper-driven. Explain the strategy of how the effort went to market with e-commerce. Submission in this category will be solely evaluated on e-commerce effectiveness.

OMNI-CHANNEL SHOPPER SOLUTION

In a time when people have more choices than ever, delivering an effective omni-channel experience to shoppers is key to sustained business success. This category will look for cases that exemplify the manufacturers and retailers who have ensured an effective, connected shopper journey.

This category is meant to showcase how manufacturers and retailers are connecting the dots in their engagement strategies to ensure simple, seamless, effective experiences across shoppers' path to purchase.

In-store, online customer service, loyalty programs, mobile apps, delivery services, social media, aisle disruption...it could entail anything - as long as you can show how it was all connected to provide a fully-integrated "shopper journey" from beginning to end.

Winners in this category will represent the best examples of manufacturers and retailers committed to providing effective omni-channel shopper programs.



CATEGORIES

DIGITAL CATEGORY DEFINITIONS

Honoring the most effective convergence of data, technology and all forms of creative that maximize end user engagement and conversion.

PERFORMANCE MARKETING

This category recognizes the most effective performance marketing efforts. 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 KPIs.

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

INFLUENCER MARKETING

This category honors those brands that effectively worked with key influencers to reach their target audience to achieve short or long-term marketing goals. Key influencers/opinion leaders may be a social media / vertical platform leader, brand ambassador, bloggers, etc. from micro to macro.

Clearly identify what the strategy was, who your audience was, and why the influencer was important to your audience. Explain what the influencer did for your audience. Explain why the brand selected that influencer, how they were used to carry out marketing activities, and what consumer behaviors were impacted and how the business was impacted

CATEGORIES

DIGITAL CATEGORY DEFINITIONS

SOCIAL MEDIA

This category is for campaigns 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. 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 behavior or perceptions and demonstrate correlation with the achieved business results.



CATEGORIES

MEDIA PLANNING & INNOVATION CATEGORY DEFINITIONS

These categories reflect the ever-increasing importance of the use of media in driving effectiveness and will be judged by experts within the media industry across brands, agencies, and media owners. Submissions must speak to the media channel choices & measurement methodologies.

DATA DRIVEN

Data-driven media is the application of data and technology to identify and match the right audiences to the right media and message at the right moments. These efforts should prove how they specifically utilized data to optimize media to improve business outcomes (brand, KPI's, ROI, performance marketing measures etc). The best examples will recognize the interplay and application of automation, applied technology, and human and artificial intelligence (AI) to deliver to a precise audience and achieve the best results.

To enter, your case must detail the role that data had within the media strategy in achieving the brand and business goals.

Submissions are expected to:

- Utilize personalized/custom-tailored creative messages
- Explain how data impacted the media plan through clear measurement & analytics.
- Demonstrate the insights captured from data used to understand audience.

CATEGORIES

MEDIA PLANNING & INNOVATION CATEGORY DEFINITIONS

MEDIA IDEA

New in 2022

This is about outstanding effectiveness as a result of media-led ideas. The line between what constitutes a creative idea and a media idea is blurring. There are occasions when the media idea drove the entire effort. Of course, media cannot exist without the content, but this award is intended to recognize those [cases that were led by the media thinking](#) - where the integration of media and message led to success. The award honors media-led ideas that are powerful enough to become the genesis of the marketing program itself, to the extent that the program would not have been successful without the strategic media idea.

MEDIA INNOVATION - EXISTING, EMERGING & NEW CHANNELS

Changing the rules to maximize impact.

This award will showcase those who have the insight and creativity to change the way a particular media channel is consumed or to create a new channel. The award will go to those who reached out of the conventional approach to grab their audience and effectively engage with them.

Whether the effort was one execution or multiple, and/or used one engagement channel or multiple - the work must represent new and creative usage of the media channels we know and love or have not yet met.



CATEGORIES

POSITIVE CHANGE CATEGORY DEFINITIONS

The Positive Change Effies reward and celebrate the brands and non-profits that are promoting the greater good through marketing. The program has two tracks - Environmental and Social Good. Category has been re-defined.

THE POSITIVE CHANGE: ENVIRONMENTAL

The Positive Change: Environmental category celebrates efforts that have measurably shifted audience behavior 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 programs 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 behavior 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 behavior 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.

CATEGORIES

POSITIVE CHANGE CATEGORY DEFINITIONS

POSITIVE CHANGE: ENVIRONMENTAL - BRANDS

Recognizing brands with marketing programs that have measurably shifted audience (B2B or B2C) behavior toward more environmentally sustainable choices, and/or grown demand for more sustainable products and services by incorporating environmentally conscious messaging into their marketing.

POSITIVE CHANGE: ENVIRONMENTAL - NON- PROFIT

Recognizing non-profit organizations and associations with marketing programs that have measurably shifted audience (B2B or B2C) behavior 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.

THE POSITIVE CHANGE SOCIAL

The Positive Change: Social Good category celebrates marketing efforts proven effective in addressing a social problem or in expanding an existing program in ways that benefit our society. This is about creating positive societal and cultural change, challenging the established status-quo and changing 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.



CATEGORIES

MEDIA PLANNING & INNOVATION CATEGORY DEFINITIONS

POSITIVE CHANGE: SOCIAL GOOD - BRANDS

Recognizing 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 and successfully related that cause back to the company's overall brand strategy, resulting in positive business and social impact.

POSITIVE CHANGE: SOCIAL GOOD - NON-PROFIT

Recognizing non-profit organizations and associations whose marketing efforts have effectively driven positive change for society and successfully contributed back to the organization's purpose. Campaigns must show measurable impact and proven results in support of the cause.

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CATEGORIES

TOPICAL & ANNUAL EVENT CATEGORY DEFINITIONS

Entrants can enter a single effort into a maximum of one of the below categories.

SEASONAL MARKETING

- **Seasonal Marketing - Products**
- **Seasonal Marketing - Services**

Seasons, holidays, and annual events allow marketers the opportunity to build strategic efforts based on the time-based interests of their target audience. This category will honor those efforts that effectively capitalized on a season, holiday or annual cultural event to drive results for their business.

- 👉 **The eligibility period for this category runs from
September 1st - 2021 - August 31st 2022**

CALL FOR ENTRIES



effie AWARDS
MENA

FIRST DEADLINE: AUGUST 31st 2022

SECOND DEADLINE: SEPTEMBER 8th 2022

FINAL DEADLINE SEPTEMBER 15th 2022

BY 6:00 PM UAE TIME