

2022 ENTRY KIT

Awarding Ideas That Work®

WELCOME TO THE 2022 MENA EFFIE AWARDS COMPETITION

The first step in understanding what marketing effectiveness looks like today is opening our Call for Entries.

It is my pleasure to invite you to participate in the 2022 MENA Effie Awards competition.

Effie celebrates more than just outstanding work. It recognizes the marketers who are delivering significant business growth for their brands and clients. It represents the core of why we do what we do. In 2009, the GEMAS teamed up with Effie Worldwide to launch the first MENA Effie Awards.

Effie's Core Values:

Effie stands for a consistent philosophy and a rigorous set of practices, built around the demonstrated ability of marketing communications to achieve marketing goals.

Effie is first and foremost an effectiveness award, based upon proven results in the marketplace. Creative execution is seen as part of the marketing communications process and factored into the judgment for an Effie award.

Effie's programs bring about sharing the best practices in marketing communications effectiveness.

Effie celebrates effectiveness worldwide, while continually raising the bar with the Global Effie's and the Positive Change Effie's, regional programs in Asia-Pacific, Europe, the Middle East/North Africa, North America, Latin America and more than 40 national Effie programs.

Effie Worldwide introduced the Effie Effectiveness Index, which identifies and ranks the most effective agencies, marketers, brands, networks and holding companies by analyzing credited finalist and winner data from Effie Award competitions around the world. Visit www.effieindex.com to see how your company fared.

Originally launched in June 2011, the Index provides an insightful glimpse into who is actually delivering ideas that work across the globe, making it valuable more than ever.

I look forward to seeing many of you at our events throughout the judging season and at our Awards Gala in 16th November 2022.

All the best in this year's competition, and we look forward to seeing your work. Please do not hesitate to contact me or any member of the MENA Effie team for any queries. We are here to assist you.

From



02 **welcome**

04 **entry basics**

- 04 deadlines & fees
- 05 eligibility & rules
- 07 payment guidelines
- 08 resources

09 **entry form & requirements**

- 09 overview
- 10 top tips
- 11 reasons for disqualification
- 12 sourcing data
- 13 creative reel
- 16 creative images
- 17 publicity materials
- 18 credits
- 19 entry contacts
- 20 credits & the effie index

21 **publication & confidentiality**

- 21 publication
- 23 confidentiality concerns

25 **judging**

- 25 scoring
- 26 grand effie
- 27 winner info

28 **categories**

- 28 structure and category outline
- 29 other competitions

30 **contact**

entry basics

deadlines & fees

[entry basics](#) / [entry form & reqs.](#) / [publication & confidentiality](#) / [judging](#) / [categories](#) / [contact](#)

ENTRY DEADLINES & FEES

ENTRY DEADLINE	DATE	ENTRY FEE
First Deadline*	August 31, 2022,	\$ 568
Second Deadline	September 08, 2022,	\$ 701
Final Deadline	September 15, 2022,	\$ 845

INSIGHT GUIDES

Insight Guides provide feedback from the judges who scored your submission. Judges provide insights on the strengths and weaknesses of the case, along with advice for the future.

Insight Guides can be purchased post judging.










Post-Entry Season: \$350 per entry

entry basics



eligibility & rules

entry basics / entry form & reqs. / publication & confidentiality / judging / categories / contact

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

-  Any and all marketing cases, whether full campaigns or unique efforts within a campaign, are eligible to enter. You may submit any one or any multiple combination of mediums - any examples of work that demonstrate how you tackled your objectives. You must detail the "why" behind the strategy and provide proof that your work achieved significant results.
-  Do not include results after June 30, 2022*. Further, results collected between 06/30/2022 - 07/31/2022 that are directly tied to marketing activity within the eligibility period (through 06/30/22) may be included.
-  Data and creative work presented must be isolated to the MENA region.
-  Markets that are eligible to enter MENA Effie's are **Algeria, Bahrain, Egypt, Iran, Iraq, Israel, Jordan, Kuwait, Lebanon, Libya, Morocco, Oman, Qatar, Saudi Arabia, Syria, Tunisia, United Arab Emirates, and Yemen.**
-  Your work must have made an impact during the eligibility period and the results you provide must be within this time frame. Elements of the work may have been introduced earlier and may have continued after, but your case must be based on data relative to the qualifying time. Judges will evaluate success achieved during the eligibility time period.
 -  It is important to include context, data and results prior to the eligibility period. This enables judges to better understand the significance of your objectives and results. Keep in mind that not all judges are knowledgeable of the nuances of your brand's industry.
-  Test efforts are not eligible in the competition.
-  A single effort cannot be submitted by different organizations in the same category. Teams must collaborate on a single entry. Different organizations may take the lead on entering the same work in different categories.
-  The Effie Awards reserves the right to re-categorize entries, split/redefine categories and/or refuse entry at any time.

*SPECIAL CIRCUMSTANCES

-  If your effort **LAUNCHED** June 2021 or **CONCLUDED** July 2022, you may include data and creative work from those time periods to be evaluated by the judges as part of the eligibility period. To be eligible for this grace period, your effort must have also run within the standard eligibility period (7/1/21-6/30/22).
-  **Sustained Success:** At a minimum, entries in the Sustained Success category must include work and results that date back to June 30, 2019. Results must be provided through the current competition year. Refer to the category definition & entry form for further information.

entry basics | eligibility & rules

[entry basics](#) / [entry form & reqs.](#) / [publication & confidentiality](#) / [judging](#) / [categories](#) / [contact](#)

RE-ENTERING PAST WINNING, FINALIST OR SUBMITTED WORK

If your work continued running in this year's eligibility window and you have results from this eligibility window, you may re-enter past winning efforts 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.**
 - **Note: If you are interested in entering a different effort by the brand into the same category, it may be eligible for entry. Email menaeffie@mediaquestcorp.com for more information.**
- **Past Silver and Bronze Effie winners, finalists & non-finalists can re-enter any category.**
- **Past Gold Sustained Success winners can re-enter the Sustained Success category after 3 years. Gold Sustained Success winners from 2018 and earlier are eligible in the 2022 competition.**
- **2021 David vs. Goliath (Gold/Silver/Bronze) are not eligible to enter these categories this year. Winners from 2019 and earlier can re-enter this category in the 2021 competition.**

ENTERING MULTIPLE CATEGORIES

You may enter an effort into a maximum of 4 categories, with no more than 1 Industry category and no more than 2 Commerce & Shopper categories. You will need to submit a separate entry and pay separate entry fees for each category submission for an effort.

Each entry should be customized to speak to the specifics of each entered category. Judges frequently express it is difficult to properly evaluate a submission when the entry wasn't tailored for the entered Effie category.

entry basics

payment guidelines

[entry basics](#) / [entry form & reqs.](#) / [publication & confidentiality](#) / [judging](#) / [categories](#) / [contact](#)

Entry fees are locked based on the date of submission - when all parts of the entry are complete, and the entrant clicks 'Submit' in the online Entry Portal. Entrants cannot submit an incomplete entry.

Deadlines (and their associated fees) do not "close" until 6:00 PM GST on the following date listed.

Payment Deadline: September 15, 2022

ACCEPTED PAYMENT METHODS

Entrants may pay for their entries via credit card (Mastercard / Visa) or bank transfer.

When submitting, if you do not wish to pay immediately via credit card, you will select "Generate Invoice & Submit." This will allow you to download an invoice for check/wire payment. You should also use this method if you plan to return to the entry portal at a later time to pay via credit card.

BANK PAYMENTS

If paying via bank transfer, please ensure the Invoice Number is referenced in the wire notes and email notifications are sent to menaeffie@mediaquestcorp.com and finance.

MENA Effie banking information will be provided in the invoice generated after you submit your entry.

VENDOR FORMS

If you require a vendor form to be filled for payment, please email finance team.

REFUNDS & WITHDRAWING AN ENTRY

Entries are non-refundable after submission. If you need to withdraw your entry, please email menaeffie@mediaquestcorp.com with a written request to withdraw the submission. Note the request will be shared with Effie Worldwide and investigated, further proofs will be asked for if need be and only if there is a valid reason will an exception be made.

entry basics

resources

[entry basics](#) / [entry form & reqs.](#) / [publication & confidentiality](#) / [judging](#) / [categories](#) / [contact](#)

EFFECTIVE ENTRY GUIDE

Review the most common feedback judges give entrants. The guide breaks down each of the four scoring sections to show what the judges are looking for. It also provides general tips on writing a clear and effective entry.

CASE STUDY SAMPLES

Review sample case studies from recent winners [here](#).

Additional case studies can be reviewed through the subscription-based **Case Database**. For any questions on the database & subscriptions, please contact subscriptions@effie.org.

INSIGHT GUIDE

The Effie Insight Guide is a report that gives entrants feedback directly from the judges who reviewed their case.

It can be purchased after the entry period; the price will be \$350/case.

For 2022 submissions, Insight Guides will be distributed to finalists & non-winners by late winter/early spring.

If you have any questions about the Insight Guide or would like to purchase the Insight Guide, please contact us at menaeffie@mediaquestcorp.com.

entry form & requirements

overview

[entry basics](#) / [entry form & reqs.](#) / [publication & confidentiality](#) / [judging](#) / [categories](#) / [contact](#)

Entries are submitted online in the Entry Portal at <https://mena-effie.acclaimworks.com>.

Download the Entry Form Guide & Template [here](#).

There are dedicated Entry Forms for submissions into the Performance Marketing & Sustained Success categories. All other category submissions use the standard entry form.

Entrants can use the Entry Form Guide & Template to draft their responses and collaborate with team members, partner agencies, and clients. In the Entry Portal, entrants will need to copy their answers to each question on the entry form into the corresponding question.

The written entry tells the story of the effort from beginning to end. Each part of the submission should work together and tell a story. Judges may not know about category norms or nuances within your brand's industry, so it is critical to provide context throughout the written case.

WRITTEN ENTRY FORM

SCORING SECTION 1: CHALLENGE, CONTEXT & OBJECTIVES (23.3% of score)

In this section, judges evaluate whether they have the necessary context about your industry category, competitors, and brand to understand your entry and the degree of challenge represented by your objectives. Judges will assess the case for both suitability and ambition within the framework of the challenge. Weight will be given to the degree of difficulty and whether the entrant has provided the context to evaluate the case's effectiveness in this section.

SCORING SECTION 2; INSIGHTS & STRATEGIC IDEA (23.3% of score)

This section prompts you to explain your strategic process and thinking to the judges. Your idea should be borne from these unique insights.

SCORING SECTION 3: BRINGING THE STRATEGY & IDEA TO LIFE (23.3% of score)

This section relates to how and where you brought your idea to life - including your creative, communications and media strategies and the creative work itself. Judges are looking to understand why you chose specific media channels and how they relate to your strategy and audience. Your creative work, as shown in the Creative Reel & Images, and the Investment Overview are judged as part of this scoring section.

SCORING SECTION 4: RESULTS (30% of score)

This section relates to your results. Be sure to provide context (category/prior year) and explain the significance of your results as it relates to your brand's business. Tie results back to the objectives outlined in Section 1.

OTHER ENTRY REQUIREMENTS

In addition to the materials for judging, you are required to submit publicity materials, company & individual credits, and additional data points for research/database purposes. These requirements are outlined on the downloadable [Entry Form Guide & Template](#).

entry form & requirements

top tips

[entry basics](#) / [entry form & reqs.](#) / [publication & confidentiality](#) / [judging](#) / [categories](#) / [contact](#)

TOP ENTRY TIPS FROM JUDGES

1. **"Start with the executive summary before you try to write individual sections. Get your overall story really strong, crisp, clear, and inspiring."**
2. **"Be sure to provide context; most judges don't know your category or what success looks like."**
3. **"Don't underestimate the power of a concise, well-written story. It is not only refreshing -- it encourages high marks. Less is more!"**
4. **"The entrants who build their cases from a place of honesty, authenticity, and simplicity vs. marketing jargon were really the strongest."**
5. **"Craft a real insight. One that is true to the audience and brand - not just an observation, data point or an expected statement about the target audience."**
6. **"Remember that communications strategies include both creative and media strategies - not just tactics."**
7. **"Make sure your creative reel doesn't just reiterate what you said in your entry. Use it to complement that information."**
8. **"Be transparent with the results, and how they clearly connect to the objectives. Don't try to fake it and write objectives to meet existing results. We can tell and will ding you for it."**
9. **"Have people outside of your industry review your submission. It should be clear to anyone, regardless of their industry expertise."**
10. **"Check for grammar, typos, math errors, and inconsistencies."**

For more tips and detailed guidance on each of the four scoring sections, review the Effective Entry Guide.

entry form & requirements

reasons for disqualification

[entry basics](#) / [entry form & reqs.](#) / [publication & confidentiality](#) / [judging](#) / [categories](#) / [contact](#)

The following will result in disqualification and entry fees will be forfeited:

- **Failing to adhere to the Effie Eligibility rules. Data presented must be isolated to the MENA Region, and the Effie eligibility period is 07/01/2021 - 06/30/2022*. No results after 06/30/22 may be included. Data prior to the eligibility period may be included for context. *See the Eligibility section for further details & special exceptions.**
- **Entry does not meet category definition requirements. Entries are judged based on effectiveness within the entered category.**
- **Agency names/logos published in the entry form or in the creative materials. Effie is an agency-blind competition; no agency names should be included in the materials that judges will review (entry form, investment overview, creative reel, creative images). Do not include any agency names in your sources - this includes agency names other than your own. The source of data should be referenced as "Agency Research," "PR Agency Research," "Media Agency Research," etc.**
- **Data not sourced. All data, claims, facts, etc. presented anywhere in the entry form must reference a specific, verifiable source. Sources must be as specific as possible in documenting all evidence, while not citing specific agency names. Provide source of data, type of research, and the time period covered. The Entry Portal is set up to encourage sourcing via footnotes. Refer to the "sourcing data" page for more information.**
- **Including screen grabs or other images of creative elements in your written entry form. Entrants may not include any images of creative work, screengrabs of social media or other websites, or any other pictorial elements in the written entry. In Scoring Section 3, entrants have the opportunity to upload one supplemental image to depict how they brought the idea to life; however, this must be included in the dedicated upload field. Any images of creative work must be provided as part of the Creative Examples for Judging. Charts/graphs are allowed, and encouraged, to be included in the written case.**
- **Directing Judges to External Websites. Entrants are judged solely on the materials presented in their written entry and creative examples (creative reel + images). Entrants are not permitted to direct judges to websites for further information or for further examples of work.**
- **Missing Translation. All non-English creative work must include translation via subtitles or the Translation field on the Creative Examples tab in the Entry Portal.**
- **Violating Creative Example (Reel, Images) Rules. Entrants must follow all creative rules as outlined in the entry kit. This includes but is not limited to: competitor logos/creative work and results may not be included in the creative examples; time limits must be followed. See full rules, including guidelines on editing and content, in the Creative Requirements section of the entry kit.**

entry form & requirements

sourcing data

[entry basics](#) / [entry form & reqs.](#) / [publication & confidentiality](#) / [judging](#) / [categories](#) / [contact](#)

All data, claims, facts, etc. included anywhere in the entry form must include a specific, verifiable source. Entries that do not source data will be disqualified.

In the entry portal, the entry form has a **SOURCING** box provided at the bottom of each scoring section for all references/footnotes. This allows entrants to provide sourcing affecting word limit restrictions.

1. When submitting your responses to questions 1-4, you must provide a source for all data and facts. At the end of a sentence that requires a source, use the **SUPERSCRIPT** feature to number your sources.
2. In the Sourcing box, numerically list your citations.

SUGGESTED SOURCING LAYOUT

Source of Data/Research, Research/Data Type, Dates Covered.

ADDITIONAL GUIDANCE

- Because of MENA Effie's specific eligibility time period, entrants are required to include the dates covered for all results data presented in your case.
- Judges are not permitted to visit external websites. If citing a website, please list out the website name, article name (if applicable), and any other relevant citation information, as judges are not able to click on links during the judging process.
- All data must be included in your response to questions 1-4. Entrants may not add additional information or explanation in the sourcing section. The sourcing sections may only be used to provide citation.
- Use the specific name of the company to reference a source except when the source is an agency (ad, media, or other). Because Effie is an agency-blind competition we require agency research to be referenced via the term "Agency Research." This applies to all agencies, not limited to the entering agency. For increased specificity, entrants are encouraged to list type of agency when applicable, such as: PR Agency Research, Media Agency Research, Third Party Agency Research, etc. As with all other sourcing, include any other relevant citation information (type of research/data, dates covered, etc.).
 - Research Companies should be cited by name.
- Judges encourage third-party data when available.
- The Effie Awards reserves the right to check all sources provided for accuracy.



effie reminder: When citing data, do not list any agency names. Data provided anywhere in the entry form must be sourced.

entry form & requirements

creative reel

[entry basics](#) / [entry form & reqs.](#) / [publication & confidentiality](#) / [judging](#) / [categories](#) / [contact](#)

PURPOSE OF THE REEL: SHOWCASE EXAMPLES OF HOW YOU BROUGHT YOUR IDEA TO LIFE.

Your creative work is scored as part of Scoring Section 3: Bringing the Strategy & Idea to Life, which also includes your written response to Question 3 and the data presented in the Investment Overview. This section as a whole accounts for 23.3% of the total score.

CONTENT

- At minimum, 70% of the reel must be examples of creative work the audience experienced, or other materials created to bring the idea to life internally or externally.
- Label each creative example by type of media (TV spot, Radio spot, etc.).
- No results (of any kind*) may be included. *Neither in voiceover nor in supers nor in charts or visuals can results be stated in the video. This includes video views and statistics on videos. All results whether verbal or visual should be mentioned in the case study document
- 3-minute maximum

The creative reel should showcase how the idea was brought to life. Judges are often frustrated when reels do not show enough examples of the work and too much time is spent re-telling the story told in the written case study.

Judges are required to read the written case before viewing the creative reel, so it is not necessary to repeat your written case. Any set-up or explanation may not interfere with the judge's ability to review sufficient examples of your creative work and other materials representing how the idea was brought to life. Examples submitted must directly relate to your Strategic Objectives and Results outlined in the written form and must have run in the marketplace.

“The creative reel should showcase all the work of the campaign, and not a way of re-telling the entire case. It should complement your case.”

You do not need to feature all items selected in the touchpoints checklist (from the Investment Overview), only those integral to the case's success that are explained in your written case. Points will be deducted if the importance of print ads, for example, is mentioned in the written case, but not demonstrated in the reel. Alternatively, elements that are shown in the reel, but not outlined in the written case are cause for down scoring. The reel should complement your response to Question 3.

Because the judges read the written case first and the focus of the reel is on the work, no results - hard or soft - may be included in the reel. Judges are aware that results are not allowed in the reel and express frustration when entrants submit reels with statements that reference results.

Reels may be a maximum of three minutes and it is not required to utilize all three minutes. Entrants must showcase at least one complete example of each integral touchpoint - additional examples are encouraged where helpful to judges in evaluating how the idea was brought to life.

entry form & requirements

creative reel

[entry basics](#) / [entry form & reqs.](#) / [publication & confidentiality](#) / [judging](#) / [categories](#) / [contact](#)

DO NOT INCLUDE

- Results of any kind - including numbers of social media likes, followers, etc.*
- Competitive work or logos
- Agency names, logos or images
- Any stock music/images that will cause confusion for judges with how your work ran in the marketplace. Any stock music/images that did not run in the original creative that you do not have the rights to include.
- Editing effects that cause confusion with how the work ran in the marketplace, e.g. music or voiceover added on top of TV spots.

MUST INCLUDE

- At least one complete example of each of the integral touchpoints mentioned in the written case (question 3)* - includes any type of work (print, radio, web, OOH, TV, product design, brand experience, etc.)
- If time allows, additional examples of how the idea was brought to life.
- Translation for non-English work

* You may edit down video clips longer than 60 seconds when it is necessary to do so in order to show other examples of your work. However, you should showcase as much of the example as you can to give judges a clear understanding of what your audience experienced.

Any video elements 60 seconds or shorter must be shown in full.

STOCK IMAGES & MUSIC THAT DID NOT RUN IN YOUR CREATIVE WORK

Do not add music/stock images that did not run in your original creative work to your reel unless you secure the rights to include those supplemental materials.

Effie Worldwide is a 501(c)(3) non-profit educational organization that shows the work for educational purposes of honoring effective marketing ideas and the successful teams (client and agency) creating them. In regards rights/licensing for talent/music that ran as part of the original creative work, we recommend that entrants talk to their company when entering about the policy for entering award shows - most award shows have the same requirements as Effie does, and this can help resolve any questions. As long as elements featured on the reel are the work for the campaign/effort you are entering, you should not run into an issue with rights/licensing.

SUSTAINED SUCCESS SUBMISSIONS

- 4-minute maximum
- To Feature work, 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).
- Clearly label the year the work ran in the marketplace before (or as) the work is shown on the reel.

entry form & requirements

creative reel

[entry basics](#) / [entry form & reqs.](#) / [publication & confidentiality](#) / [judging](#) / [categories](#) / [contact](#)

GUIDELINES

- Do not include any agency names in the file name.
- Add subtitles or include written translation (via translation text box in the Entry Portal) for all non-English creative materials.

TECHNICAL SPECS

- 1 creative reel file per entry & 1 Min Gala Reel file per entry for the Award Night.
- 3-minute maximum
 - Note: Sustained Success cases may be up to 4 minutes in length.
- 250 MB maximum file size
- Creative Reel - .mp4 format
- Gala Reel - .mov format
- Resolution



640 x 480

4:3



1280x 720

16:9



640 x 480

Letterbox

entry form & requirements

creative images

[entry basics](#) / [entry form & reqs.](#) / [publication & confidentiality](#) / [judging](#) / [categories](#) / [contact](#)

IMAGES OF THE CREATIVE WORK (2 required, 6 max.)

After the judges read your case and watch the reel, they review images of your work. Images uploaded should complement your reel and help the judges better evaluate creative elements that ran in front of your audience.

It can be helpful to provide images of work best seen as a still image (e.g. website, print ad, direct mail piece, etc.). Or, you may wish to upload work that you want judges to get another look at after watching the reel.

- This is an opportunity to showcase your creative work:
 - Highlight elements that are better seen as a still image vs. video format.
 - Draw further attention to key elements you wish to highlight.
- Upload 2-6 (2 required) examples of the creative work.
- Technical Requirements: .jpg format, high-res. 15 MB max.
 - Do not include agency names or logos on any creative materials submitted for judging.
- One of the top complaints from past judges is that entrants were not maximizing the opportunity to showcase the work in these images.
- Note: The Creative Work provided for judging (Creative Reel, Images of Creative) will also be used for publicity purposes if your case is a winner.

entry form & requirements

publicity materials

[entry basics](#) / [entry form & reqs.](#) / [publication & confidentiality](#) / [judging](#) / [categories](#) / [contact](#)

IMAGES FOR PUBLICITY

- **Primary Publicity Image.** This should be an image of the work that best represents your case. This image will be the primary image of the work for publicity and promotional purposes if the case is a finalist or winner. This includes usage in print and digital editions of the Effie Awards Journal, press/publicity materials, etc. This image will also be used in the Case Database.
 - **Technical Requirements:** .jpg, high-res, CMYK format, 100% of size. 15 MB max.
- **Company Logos.** Company logos are required for all lead agencies and clients credited on the case.
 - **Technical Requirements:** .eps or .ai format. 2 logos required. 3-4 logos if an additional lead agency or second client is credited; logos of contributing companies do not need to be uploaded. You may upload .jpg logos if you do not have .eps/.ai available.
- **Team Photos.** Upload team photos of the lead agency and client team. You may upload a maximum of one photo per lead agency and client. You may only submit a third or fourth team photo only if you have a second lead agency or client.
 - **Technical Requirements:** 300 dpi .jpg or .jpeg, 1000 pixels minimum wide or tall. 15 MB max.
- **Creative Examples from Judging.** The Creative Work provided for judging (Creative Reel, Images of Creative) will also be used for publicity purposes.

entry form & requirements

credits

[entry basics](#) / [entry form & reqs.](#) / [publication & confidentiality](#) / [judging](#) / [categories](#) / [contact](#)

MENA Effie recognizes the effective teamwork needed to create an effective case. You are required to credit all creative and strategic partners who contributed to the effort. Think carefully about your partners - clients; agencies of all types including full service, media, digital, promo, PR, events, media owners; etc.

COMPANY CREDITS

Space has been provided in the Entry Portal to credit a maximum of two lead agencies (1 required), two clients (1 required), and four contributing agencies (none required).

- You may credit a second Lead Agency and they will be given equal recognition by MENA Effie & Effie Worldwide. In order to be considered a second lead agency, you must certify that the work done by each agency was of equal weighting and each agency deserves equal recognition. Second Lead Agencies must be designated at time of entry - you may not add or remove second lead agencies after the entry period.
- If you are an advertiser submitting in-house work, please list your company as both the Lead Agency & Client.
- Please confirm the spelling and formatting of other company names to ensure they will receive proper credit in the Effie Index and in all forms of publicity if your effort is a finalist or winner.

INDIVIDUAL CREDITS

Primary Individual Credits (10 max.): Entrants may credit up to ten individuals from any of the credited companies who were integral to the success of the case. Individuals will be listed where space is limited (e.g. MENA Effie Awards Journal) and in the [Case Database](#).

Secondary Individual Credits (30 max.): Entrants may credit up to thirty additional individuals from any of the credited companies and these individuals will receive recognition in the [Case Database](#). Due to space restrictions, they will not appear in the Effie Awards Journal.

CREDIT AMENDMENT POLICY

- MENA Effie & Effie's policy is that those recognized on the work at time of entry deserve recognition at time of win. At no time will MENA Effie permit individual or company credits to be removed or replaced.
- Client & Lead Agency credits are final at the time of entry and cannot be removed or added after the entry is submitted.
- Credits must be thoroughly reviewed at time of entry by senior account leadership. All credits must be signed off by senior leadership on the "Authorization & Verification Form," downloaded in the Entry Portal after credits have been added to the entry.
- Additional contributing company credits and individual credits can be added after time of entry only if the entry did not already credit the maximum number of contributing companies and individuals permitted. Credit additions and amendments require a \$350 fee per change and are not guaranteed. No credit edits/additions are permitted after September 29, 2022. All credit requests will be reviewed and accepted at the discretion of MENA Effie & Effie WW and are not guaranteed.

entry form & requirements

entry contacts

[entry basics](#) / [entry form & reqs.](#) / [publication & confidentiality](#) / [judging](#) / [categories](#) / [contact](#)

Effie collects contact information at each credited company. All contacts, except the CEO/Top Marketing Executive Contacts, may be added to MENA Effie's mailing lists, which can be unsubscribed from at any time. Contacts may be considered for MENA Effie jury. Individuals may be contacted about the submission at any time - the below explanations are examples of the most common reasons for contacting an individual; however, this is not an exclusive list.

These contacts will not be listed publicly. Only those listed in the Individual Credits will be public if the case is a finalist or winner.

ENTRANT

The Entrant Contact is the person whose account the entry is submitted under. The entrant contact is the primary contact for all entry notifications: submission confirmation, payment, revision requests/DQ issues, finalist, insight guides, etc. If you need to transfer an entry to a different person, please email menaeffie@mediaquestcorp.com.

LEAD AGENCY

LEAD AGENCY MAIN CONTACT

This contact will be sent a congratulatory note, along with key information about celebrating their success, if the case is a winner.

LEAD AGENCY PUBLIC RELATIONS CONTACT

This contact will be sent a congratulatory note, along with key information about celebrating their success, if the case is a winner.

LEAD AGENCY CEO

This contact will be sent a congratulatory note if the case is a winner.

CLIENT COMPANY

CLIENT MAIN CONTACT

This contact will be sent a congratulatory note, along with key information about celebrating their success, if the case is a winner. MENA Effie may also reach out to this contact if there are any questions regarding their company, the provided credits, or other entry issues that require client involvement. If MENA Effie cannot reach the entrant or Lead Agency contacts, Effie may reach out to this person.

CLIENT CEO/TOP MARKETING EXECUTIVE

This contact will be sent a congratulatory note if the case is a winner.

CONTRIBUTING COMPANY CONTACTS

CONTRIBUTING COMPANY MAIN CONTACT

This contact will be sent a congratulatory note if the case is a winner. MENA Effie may also reach out to this contact if there are any questions regarding their company.

entry form & requirements

credits & the effie index

[entry basics](#) / [entry form & reqs.](#) / [publication & confidentiality](#) / [judging](#) / [categories](#) / [contact](#)

THE EFFIE INDEX

The Effie Index (effieindex.com), the global ranking of marketing effectiveness, uses the credits submitted at time of entry to tabulate the yearly rankings. Rankings include: Marketers, Brand, Agency, Independent Agency, Network and Holding Company. Below is some guidance on how the credits lead into the rankings.

- If your case becomes a 2022 Effie finalist or winner, the submitted credits will be used to tally the Effie Index results. Because different point values are given to lead and contributing companies, it is critical that all brands and companies are properly credited at time of entry.
- We request that all entrants communicate with their own corporate/communications office and the offices of their credited partner companies and/or PR departments to ensure all client and agency company names are credited correctly. This information should be communicated to contributing companies as well.

AGENCY RANKINGS

- Agency office rankings are compiled using the Agency Name, city and state as listed on the Company & Individual Credits Tab in the Entry Portal. Whether or not the city/state is included in the "Agency Name" field, the Index rankings will be based off of the location of the office using the city/state fields. Effie encourages consistency year-to-year.
- Be sure to guide all teams entering in the competition within your office to list the company name in a consistent manner - this includes consistent capitalization, spacing, punctuation, abbreviations, etc. This will ensure all finalist/winning cases from your office location can easily be tabulated together.

AGENCY NETWORK & HOLDING COMPANY RANKINGS

- Agency networks and holding companies are selected via a drop down in the Entry Portal.
- The way the agency name is entered in that field does not affect the Agency Network or Holding Company rankings, though it will be reviewed for accuracy.

publication & confidentiality

publication

[entry basics](#) / [entry form & reqs.](#) / [publication & confidentiality](#) / [judging](#) / [categories](#) / [contact](#)

Effie Worldwide is a 501(c)(3) non-profit organization that stands for effectiveness in marketing, spotlighting marketing ideas that work and encouraging thoughtful dialogue about the drivers of marketing effectiveness. In order to help fulfill this mission and provide learning to the industry, Effie relies on entrants' willingness to share their finalist and winning case studies with the industry.

By providing permission to publish your written case, you are:

1. **Bettering the industry.**
By allowing other marketers to learn from your success, you are inspiring the industry to raise the bar and make their marketing better.
2. **Bettering the future leaders of our industry.**
Colleges and universities use Effie case studies in their courses, and Collegiate Effie participants learn how to write their own effective submissions by learning from yours.
3. **Showcasing your team's success in achieving one of the top marketing honors of the year.**
Effie wins help attract new talent, prove the importance of marketing in business, and strengthen agency-client relationships.

The Effie Awards entry and judging process is designed to help all entrants present their work effectively, while ensuring the confidentiality of classified information.

To help alleviate confidentiality concerns, you can refer to MENA Effie's policies on confidentiality and the publication of submissions in the following pages. Entrants are encouraged to reach out to MENA Effie (menaeffie@mediaquestcorp.com) with any questions or concerns regarding our confidentiality policies.

publication & confidentiality

publication

[entry basics](#) / [entry form & reqs.](#) / [publication & confidentiality](#) / [judging](#) / [categories](#) / [contact](#)

MENA Effie Awards competition offers finalists and winners the opportunity to have written cases published in the Effie Case Database, in turn helping inspire the industry and do their part to “Make Marketing Better”. The written case and creative reel will be featured on the Effie Worldwide web site and/or on Effie partner web sites or publications.

We respect that entries may have information deemed confidential. Within the Entry Portal, entrants are asked to set publishing permission for the written entry.

Entrants may select from the following options:

- **“PUBLISH AS THE CASE AS IT WAS SUBMITTED”** - You agree that the written entry form may be published as it was submitted and reproduced or displayed for educational purposes.
- **“PUBLISH AN EDITED VERSION OF THE WRITTEN CASE”** - You agree to submit an edited version of your case study for publication which will be reproduced or displayed for educational purposes. You may redact any confidential information.
- **“AFTER 3 YEARS, PUBLISH MY WRITTEN CASE AS IT WAS SUBMITTED”** You agree that the written entry form may be published as it was submitted after 3 years and reproduced or displayed for educational purposes.
- **“AFTER 3 YEARS, PUBLISH MY WRITTEN CASE AS AN EDITED VERSION”** - You agree to submit an edited version of your case study for publication after 3 years which will be reproduced or displayed for educational purposes. You may redact any confidential information.

The written case is the only portion of the entry that should contain confidential information. For that reason, the written case is the only portion of the entry that is included in the above publication permission policy. The creative work (reel, images), public case summary, and statement of effectiveness should not include confidential information and will be showcased in various ways if your entry becomes a finalist or winner.

Work submitted must be original or you must have the rights to submit it.

publication & confidentiality

confidentiality concerns

[entry basics](#) / [entry form & reqs.](#) / [publication & confidentiality](#) / [judging](#) / [categories](#) / [contact](#)

ADDRESSING CONFIDENTIALITY CONCERNS

JUDGING

Judging events have strict confidentiality protocols and are securely supervised by MENA Effie moderators. Judges are required to sign confidentiality agreements before judging begins. Judges cannot save materials from the judging session and are individually matched with entries and categories that do not pose a conflict of interest.

INDEXING DATA

While judging is confidential and entrants may select publication permission for their written case, MENA Effie & Effie Worldwide understands some entrants may still have concerns regarding sensitive information. When presenting numerical data within the entry, entrants may choose to provide those numbers as percentages or indexes, so that actual numbers are withheld. Additionally, unless the entrant opts to allow MENA Effie & Effie WW to publish the entry as it was submitted if it becomes a finalist or winner, only judges will see the written entry as it was submitted.

CREATIVE WORK & PUBLICITY MATERIALS

The creative material (reel, images, publicity materials) and case summary you submit into the competition become the property of MENA Effie & Effie Worldwide and will not be returned. By entering your work in the competition, the MENA Effie Awards/Effie Worldwide is automatically granted the right to make copies, reproduce and display the creative materials, case summaries, and statements of effectiveness within the context of your Effie entry for education and publicity purposes.

Creative work, case summaries, and the statement of effectiveness may be featured in the MENA Effie Awards Journal, [MENA Effie Works webpage](#), [Effie Worldwide's website](#), partner websites, press releases/newsletters, programming/conferences and the MENA Effie Awards Gala. Because materials for publicity & creative work will be published for all finalists & winners, no confidential information should be included in these elements.

In regards to confidentiality concerns in the Creative Reel:

- Per entry rules, results (of any kind) may not be included in the creative reel.
- Entrants are only required to showcase examples of the integral creative work that ran in the marketplace. Confidential information should not be featured in the creative reel.

Entrants must have the rights to show all elements presented in the creative reel. Because Effie non-profit organization with the mission of providing learning to the industry, Effie has not encountered issues with talent featured in the creative that ran in the marketplace. The focus of the reel should be on this creative work - entrants should obtain the rights to feature any supplemental elements (music that did not run with the creative in-market, added stock imagery not used in-market, etc.).

publication & confidentiality

confidentiality concerns

[entry basics](#) / [entry form & reqs.](#) / [publication & confidentiality](#) / [judging](#) / [categories](#) / [contact](#)

In extraordinary circumstances, MENA Effie will review requests to submit an edited reel for publication. Such requests should be submitted if the case becomes a finalist, as non-finalist creative reels are only seen by judges and will not be published.

ADDITIONAL POINTS

This year's eligibility time period is July 1, 2021 - June 30, 2022 and the awards will be presented on 16th November .

Companies across the full spectrum - from large to small and across all industry sectors enter the MENA Effie Awards. The MENA Effie Award's confidentiality policy, the ability to index data, the ability to set publication permissions, etc. are all established to ensure that any company can enter their effective work without hesitation.

We recommend nominating your client and agency team members for judging. Participating as a judge is one of the most valuable ways to learn about the award, understand how judging works, and experience our security and confidentiality rules firsthand.

To nominate a judge, please complete our [Judge Application Form](#).

Effie Board, Executive Staff, and Committee members are senior, well-respected professionals in the industry on both the client and agency side.

judging

scoring

[entry basics](#) / [entry form & reqs.](#) / [publication & confidentiality](#) / [judging](#) / [categories](#) / [contact](#)

Your entry will be judged by some of the brightest and most experienced business leaders from the MENA Region. We draw on their experience to not only judge the work of their peers but to highlight learning for the industry overall. Entries are judged in two phases. In both rounds, judges evaluate the written case and creative executions. Scoring is done anonymously and confidentially. Judges provide feedback on each case for the Insight Guide.

The judges' scores determine which entries will be finalists and which finalists are awarded a gold, silver, or bronze Effie trophy. The finalist level and each winning level - gold, silver, bronze - have minimum scores required in order to be eligible for finalist status or for an award. Effie trophies are awarded in each category at the discretion of the judges. It is possible that a category may produce one or multiple winners of any level or perhaps no winners at all - no matter the number of finalists.

SCORING SYSTEM

Judges are asked to evaluate specific criteria in scoring a case's overall effectiveness and provide four separate scores analyzing specific attributes of the work.

The breakdown is as follows:

Challenge, Context & Objectives	23.3%
Insights & Strategic Idea	23.3%
Bringing the Strategy & Idea to Life	23.3%
Results	30%

Jurors are specifically matched with cases that do not prove a conflict of interest. For this reason, it is critical that entrants provide market and category context in their entries. Give judges a clear understanding of the category situation and explain what your KPIs mean in the context of your category.

ROUND ONE

Round One Judges individually review 6-10 cases across a range of categories. Due to the volume of entries reviewed by each judge, brevity is encouraged. Cases that score high enough become finalists and move on to Final Round Judging.

FINAL ROUND

Finalists are judged against other finalists within their category, and like Round One, all elements of each case are reviewed and scored. Final Round judges discuss the finalists in the category before finalizing their scores.

judging | grand effie

[entry basics](#) / [entry form & reqs.](#) / [publication & confidentiality](#) / [judging](#) / [categories](#) / [contact](#)

THE GRAND EFFIE

The highest-scoring Gold Effie winners are eligible for the Grand Effie Award. The Grand Effie represents the single best case entered in a given year. As the Grand Jury is so senior and they express their collective opinion, the winning case represents both the most effective case of the year and a message that will be sent to the industry about lessons for the way forward. Only a select number of the highest-scoring Gold winning cases are considered contenders for the Grand Effie award.

judging

winner info

[entry basics](#) / [entry form & reqs.](#) / [publication & confidentiality](#) / **[judging](#)** / [categories](#) / [contact](#)



WINNING AN EFFIE

Receiving an Effie Award signifies your work was one of the most effective marketing efforts of last year, incorporating an insightful strategy, effective creative, and the market results to prove it worked. As the competition continues to grow, winning an Effie is becoming increasingly difficult.

The 2022 MENA Effie Awards Gala will be held on 16th November 2022.

TROPHIES & CERTIFICATES

A complimentary trophy is provided at the night of the Gala ceremony. The client and lead agency is the default engraving setting for all trophies.

If your case is a finalist or winner, you can purchase additional personalized trophies and certificates with your choice of credited company(ies) or individuals showcased. For additional trophies and certificates order please email us at menaeffie@mediaquestcorp.com.

Categories | structure

[entry basics](#) / [entry form & reqs.](#) / [publication & confidentiality](#) / [judging](#) / [categories](#) / [contact](#)

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 only enter up to two Commerce & Shopper categories. You are not required to enter an 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 & 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.
- 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 products/services 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 challenges, health, 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.

categories

other competitions

[entry basics](#) / [entry form & reqs.](#) / [publication & confidentiality](#) / [judging](#) / [categories](#) / [contact](#)

GLOBAL EFFIE AWARDS: BEST OF THE BEST

Effie Worldwide is pleased to launch the Global Best of the Best Effie Awards, celebrating the world's most effective marketing - ideas that work®.

The Global Best of the Best Effies unify our global marketing community around the power of ideas and the learnings that grow our businesses.

The inaugural Global Best of the Best Effie Awards is open to all 2021 and 2022 Gold & Grand Effie winners from Effie's regional and national programs.

- Entry materials for the 2022 Global Best of the Best Effie Awards will be available now at the [Global Best of the Best Effie website](#), with deadlines in April 2022.
- Questions? Email bestofthebest@effie.org.

GLOBAL EFFIE AWARDS: MULTI-REGION

Communication efforts eligible for this award must be for a single brand idea running across multiple worldwide markets. Work must have run across two or more regions and four or more countries.

- Entry materials for the 2022 Global Multi-Region Effie Awards will be posted in [Global Multi-Region Effie website](#).
- Questions? Email global@effie.org.

contact

[entry basics](#) / [entry form & reqs.](#) / [publication & confidentiality](#) / [judging](#) / [categories](#) / **[contact](#)**

Entering Effie Awards MENA

For any questions regarding the entry process, materials, categories, rules, etc., contact:

menaeffie@mediaquestcorp.com

Fatima – f.suraj@mediaquestcorp.com

Nabeela – n.amtul@mediaquestcorp.com

Shashank – s.jay@mediaquestcorp.com

Payment Questions

Finance

Judging

To apply to be an Effie Judge, please complete the [Judge Application Form](#).

If you have questions about the judging process, please email menaeffie@mediaquestcorp.com.

Sponsorship Opportunities

Sahar Rafique
Events Director

s.rafiq@mediaquestcorp.com

Entering & Judging

Global Best of the Best Effie Awards

For all questions regarding the Global Multi-Region Effie competition, including both entering and judging, contact: bestofthebest@effie.org.

Entering & Judging

Global Multi-Region Effie Awards

For all questions regarding the Global Multi-Region Effie competition, including both entering and judging, contact: global@effie.org.