



effieAwards
MENA

**MENA EFFIE AWARDS
2024 CATEGORIES**

CATEGORY LIMIT

To honor even more great work, a single effort can be entered into a maximum of four categories. Of those four categories, only one category submission may be an industry category.

- 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 reach out to us. 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 25 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.

CATEGORY 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 2023 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:

- 2023 Gold Effie winners can only re-enter a category in which they did not win Gold in 2022 and earlier.
- 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.
- 2023 David vs Goliath (Gold/Silver/Bronze Winners) are not eligible to enter the category in 2024 Awards competition.

CATEGORY UPDATES IN 2024

This year's competition contains some new and updated category definition and category title.

MEDIA

- **UPDATED** DATA-DRIVEN (NEW DEFINITION)

BRAND CONTENT, ENTERTAINMENT & EXPERIENTIAL MARKETING

- **UPDATED** EXPERIENTIAL MARKETING: HYBRID (NEW TITLE)

DIGITAL

- **NEW**: ARTIFICIAL INTELLIGENCE (AI)
- **UPDATED**: PERFORMANCE MARKETING (NEW DEFINITION)

COMMERCE & SHOPPER

- **UPDATED**:DIGITAL COMMERCE (NEW TITLE, FORMERLY E-COMMERCE)
- **UPDATED**: EXPERIENTIAL COMMERCE MARKETING (NEW TITLE, FORMERLY EXPERIENTIAL SHOPPER MARKETING)
- **NEW**: RETAIL MEDIA

BUSINESS ACHIEVMENT

- **NEW**: CORPORATE REPUTATION

We've updated the wordcount for a few responses to help you better tell your story. For any questions, please reach out to us.

CATEGORY 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
- 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

CATEGORY OUTLINE

SPECIALTY CATEGORIES You can enter 4 specialty categories per effort

AUDIENCE

- Business-to-Business: Products & Services
- Youth Marketing: Products & Services
- Families & Children

BRAND CONTENT, ENTERTAINMENT & EXPERIENCE

- Experiential Marketing: Live, Digital, Hybrid. (Updated)
- Brand Integration & Entertainment Partnerships
- Branded Content & Entertainment

BUSINESS ACHIEVEMENT

- David vs Goliath
- Marketing Disruptors
- Small Budgets Non-Profit, Products and Services
- Sustained Success Products & Services
- Corporate Reputation (New)

COMMERCE & SHOPPER

- Experiential Commerce Marketing (Updated)
- E-Commerce
- Omni-Channel Shopper Solution
- Retail Media (New)

DIGITAL

- Artificial intelligence (New)
- Influencer Marketing
- Performance Marketing (Updated)
- Social Media

MEDIA

- Data Driven (Updated)
- Media Idea
- Media Innovation: Existing Channel, Emerging & New Channels

POSITIVE CHANGE

- Environmental: Brands & Non-Profit
- Social Good: Brands, Non-Profit, Diversity.

TOPICAL & ANNUAL EVENTS

- Seasonal Marketing: Products, Services
- Crisis Response/Critical Pivot

CATEGORIES DEFINITION

INDUSTRY

AUTOMOTIVE - VEHICLES & AFTERMARKET

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

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 the exception of health insurance.

BEAUTY, FRAGRANCES & FASHION

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, smart home devices, computer hardware, game consoles, drones, external or integrated VR/AR devices, sound systems, etc. Electronic devices may be aimed at consumers or businesses.

ENTERTAINMENT & SPORTS

Includes all forms of entertainment, including movies, TV shows, podcasts, books, music, comics, games, toys, entertainment apps, etc. Sporting events such as the Super Bowl, sports teams, etc. (See Gaming & E-Sports category for video games.)

CATEGORIES DEFINITION

INDUSTRY

HEALTHCARE SERVICES & HEALTHCARE OTC

- **Healthcare Services:** Efforts 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.
- **Health & Wellness - OTC:** Efforts for products that are sold without a prescription that address specific health conditions. Efforts may be targeted to healthcare professionals, patients and/or consumers. Only products that address a specific health condition should enter this category – there are separate categories for Beauty & Fragrance, and Personal Care efforts.

NEW PRODUCTS OR SERVICE INTRODUCTION

Efforts 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 required to enter this category instead of their industry category. Address the category situation and how your product/service was new and the situation you faced as a result of it being new. For example, what specifically was new? Why did the newness matter?

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. (For items focusing on beauty, see Beauty & Fragrance category)

CATEGORIES DEFINITION

INDUSTRY

RETAIL

All retail companies (online and/or brick and mortar) with general or specific merchandise such as department stores; clothing, shoes or jewellery stores; grocery stores; home and garden stores; movie/bookstores; discount/bulk retailers; pet care; toy stores; specialty stores; convenience stores; etc.

SNACKS & DESSERTS

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

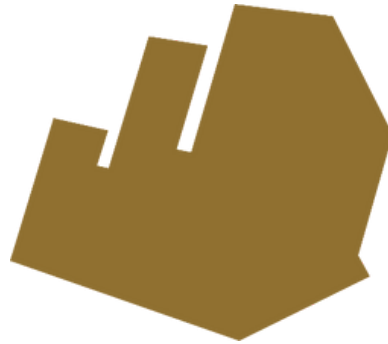
INTERNET & TELECOM

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

TRAVEL, TOURISM AND TRANSPORTATION

Transportation: All transportation methods: air, train, bus, taxi, rideshare services, subway systems, bike shares, scooter shares, car rentals, ferries, etc.

Travel & Tourism: Cruises, hotels, resorts, amusement parks, travel websites and booking services, travel tours, tourism campaigns, etc



CATEGORIES DEFINITION

SPECIALITY

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 DEFINITION

AUDIENCE CATEGORY

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 PRODUCTS & 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 young demographic, so this is an 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 DEFINITION

BRANDED CONTENT

EXPERIENTIAL MARKETING

This category is to showcase brand experiences 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. It may include a re-invented product demo, re-imagined pop-up, or a “brick and mortar” retail overhaul; it may have created a new game, an alternate or virtual reality experience, or an interactive/immersive film experience that effectively showcases a new product or brand personality. Award winners will show how the brand is reaching out to their audiences to establish meaningful relationships, memorable, engaging experiences, and unique connections. Entrants must address how the experiential marketing related back to the overall brand strategy. Judges will expect to understand the ‘participation’ in the experience as a core factor.

Category Covers: -

- Experiential Marketing: Live
- Experiential Marketing: Digital
- Experiential Marketing: Hybrid

BRAND INTEGRATION & ENTERTAINMENT PARTNERSHIPS

This category honors brands that have effectively reached their audience via strategic integrations and entertainment partnerships. Submissions should detail how the brand was seamlessly interwoven in an engaging way. Detail the strategic reasoning behind the partnership – why was this partner chosen over others? Clearly explain the selection process of the partner, and how this partnership led to the results that met the brand objectives.

CATEGORIES DEFINITION

BRANDED CONTENT

BRANDED CONTENT & ENTERTAINMENT

For efforts that effectively reached their audience through the creation of original branded content that is not advertising. The core of the 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, 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.

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

CATEGORIES DEFINITION

BUSINESS ACHIEVEMENT

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.

This is an award for smaller brands, or new/emerging brands that are less than five years old making inroads against big, established leaders, taking on “sleeping giants,” beyond their current category and set of competitors to tackle a dominant leader. Entrants must detail the business challenge, the competitive landscape, and how the business succeeded despite the odds. Define your competitive landscape, including the market difference between the David and Goliath to demonstrate why the brand was a Traditional David.

Note: Judges will deduct from the case without sufficient proof that the submitting brand is a Traditional David.

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 DEFINITION

BUSINESS ACHIEVEMENT

SUSTAINED SUCCESS PRODUCTS & SERVICES

Efforts that experienced sustained success for at least three years are eligible for entry. At a minimum, include at least three years of creative work and case results, and include the current competition year's results. Work 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. As part of the entry, specifically address how the effort evolved over time (e.g., media choices, targeting, insights, new products/services, etc.). Answer all questions for the initial year and describe how/why change occurred over time.

Note: There is a special entry form and different creative requirements for the Sustained Success Award. The creative requirements, including different rules for the creative reel, can be found in the Sustained Success form.

To enter, you must be able to provide data about the case in its first year (June 30, 2021), an interim year and the current competition year (07/01/2023 - 06/30/2024).

CORPORATE REPUTATION (NEW)

Marketing efforts that promote corporations, not exclusively their products. Includes sponsorships, image, and identity. In addition to presenting metrics related to the reputation, entrants are encouraged to also address how these metrics relate to the business of the brand and why they are important.

CATEGORIES DEFINITION

BUSINESS ACHIEVEMENT

SMALL BUDGETS

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

To be eligible, an entry may not be for a line extension and must represent the only marketing efforts for the brand during the time period. The value of donated and non-traditional media as well as activation costs must be included. Budget eligibility is as follows:

Budget eligibility is as follows:

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

CATEGORIES DEFINITION

DIGITAL

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

PERFORMANCE MARKETING (Updated)

This category recognizes the most effective performance marketing efforts. To be eligible, your effort must have been led by performance marketing and the case must demonstrate how efforts such as affiliate marketing, paid search, SEO or sponsored content drove results for the business using performance marketing KPIs.

INFLUENCER MARKETING

For brands that effectively worked with key influencers to reach their target audience to achieve short or long-term marketing goals. Influencers/opinion leaders may be social media/vertical platform leaders, brand ambassadors, bloggers, etc. – from micro to macro. Clearly identify the strategy, the desired audience, and why the influencer was important to that audience. Explain why the brand selected that influencer, what the influencer did for the audience, how they were used to carry out marketing activities, and what consumer behaviors were impacted, and a result, how the business was impacted.

ARTIFICIAL INTELLIGENCE (AI) NEW

This category aims to recognize the use of AI technology to enhance marketing effectiveness. This includes audience targeting, interactive experience, programmatic, content generation and innovation. Entrants should illustrate how AI drove effectiveness, from initially motivating audiences to ultimately driving consumer behavior.

CATEGORIES DEFINITION

DIGITAL

SOCIAL MEDIA

For campaigns that set out with the explicit purpose of using social as the primary touchpoint or have social at their core – ideas that were specifically designed to take advantage of the socially connected consumer and the influence of social media. Note: Judges are looking for campaigns that begin with a social idea, as opposed to advertising or integrated campaigns with a social media element. They require 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. Measure and prove the commercial value of social through the direct effect it had on audience behaviour or perceptions and demonstrate correlation with the achieved business results.

CATEGORIES DEFINITION

MEDIA

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 is the application of data and/or technology to connect people to the brand at the right moment/s. These efforts should prove how they specifically utilized data to drive creativity or to optimize media to improve business outcomes (brand KPIs, ROI, performance marketing measures, etc.).

The best examples will recognize the interplay and application of data, inclusive of automation and AI, to engage with and/or deliver to a precise audience and achieve the best results.

To enter, your case must detail the role that data had within the creative and/or 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 DEFINITION

MEDIA

MEDIA IDEA

This category 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 and 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 DEFINITION

POSITIVE CHANGE

POSITIVE CHANGE CATEGORY

in collaboration with the World Economic Forum

The Positive Change Effie's reward and celebrate the brands and non-profits that are promoting the greater good through purpose-driven marketing. The program has two tracks - Environmental and Social Good.

Environmental: For 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. Show 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.

Enter in category:

Positive Change; Environmental Brands / Non-Profit

CATEGORIES DEFINITION

POSITIVE CHANGE

Social Good: For marketing efforts proven effective in solving / impacting 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 with inspired action. Examples include initiatives that tackle food poverty; access to healthcare or education; creating a more diverse, equitable and inclusive society; or 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, and any/all marketing efforts, whether full campaigns or unique efforts within a campaign are eligible to enter as long as measurable results exist.

Enter in one of three sub-categories:

- Social Good – Brands
- Social Good – Non-Profit
- Social Good – Diversity, Equity & Inclusion

CATEGORIES DEFINITION

TOPICAL & ANNUAL EVENT

SEASONAL MARKETING

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 honors those efforts that effectively capitalized on a season, holiday, or annual cultural event to drive results for their business.

Submit in one of two subcategories:

- Seasonal Marketing – Products
- Seasonal Marketing – Services

CRISIS RESPONSE / CRITICAL PIVOT

This award is for brands that created positive change by effectively pivoting their commerce/shopper marketing program or business activities in response to significant structural and cultural shifts and moments of crisis (e.g. pandemic, social justice movement, political events, etc.) in order to more effectively connect with the shopper along the path to purchase and drive conversion. Entrants need to pinpoint the pivot and frame for the judges how the messaging/campaign shifted, the team adjusted the approach to production or go-to market planning, etc. 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.



FIRST DEADLINE: **AUGUST 30th, 2024**

SECOND DEADLINE: **SEPTEMBER 06th, 2024**

FINAL DEADLINE: **SEPTEMBER 13th, 2024**

DEADLINES END BY 6:00 PM UAE TIME