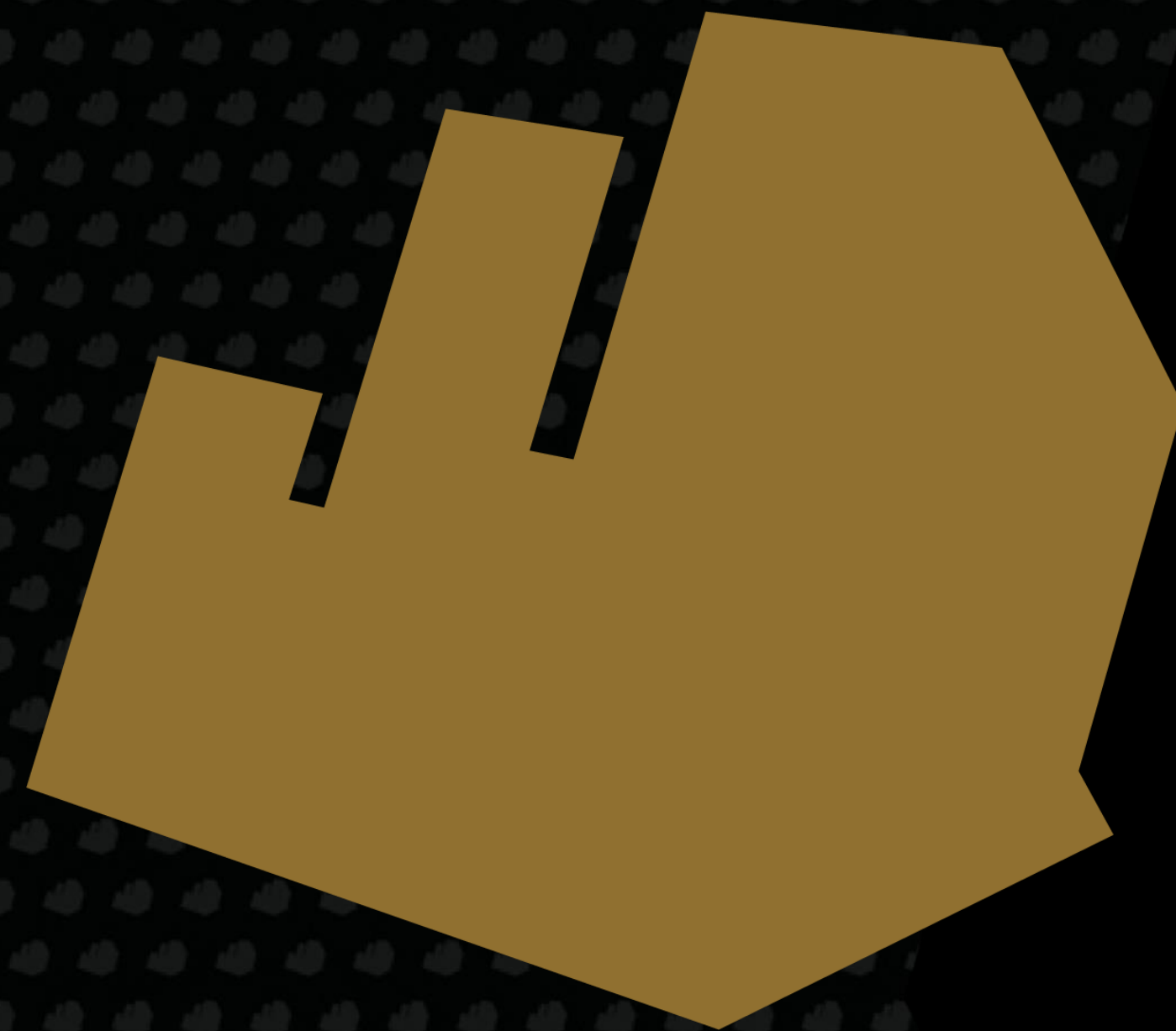


# effie Awards

MENA

2024 ENTRY KIT



# New this year for 2024

This year's competition contains some new and updated categories, definitions and category title.

## Updated Categories:

### MEDIA

👉 **UPDATED** DATA-DRIVEN (New Definition)

### BRAND CONTENT, ENTERTAINMENT & EXPERIENTIAL MARKETING

👉 **UPDATED** EXPERIENTIAL MARKETING: HYBRID

### 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 ACHIEVEMENT

👉 **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.



# Table of Contents

<u>4</u>	<u>Eligibility</u>	<u>23</u>	<u>Effie index</u>
<u>6</u>	<u>Deadlines &amp; Fees</u>	<u>24</u>	<u>Judging</u>
<u>7</u>	<u>How to enter</u>	<u>25</u>	<u>Winning</u>
<u>8</u>	<u>The entry</u>	<u>26</u>	<u>Categories</u>
<u>17</u>	<u>Other requirements</u>	<u>29</u>	<u>Contact us</u>
<u>20</u>	<u>Confidentiality &amp; Publication</u>		



**ALL MARKETING EFFORTS THAT RAN IN THE MENA REGION AT ANY POINT BETWEEN  
APRIL 1, 2023 - JUNE 30, 2024 (15 MONTHS) \* ARE ELIGIBLE TO ENTER.**

## Eligibility

- 👉 Any and all marketing cases, whether full campaigns or unique efforts within a campaign, are eligible to enter.
- 👉 The written text of the judged entry form must be the original work of the entering companies and authors.
- 👉 One or any multiple combination of mediums may be submitted; any work that demonstrates how the objectives were achieved. Detail the “why” behind the strategy and provide proof that the work achieved significant results.
- 👉 Data and creative work presented must be isolated to the MENA Region.
- 👉 **Your work must have run during the eligibility period April 1, 2023 - June 30, 2024 (15 months).** Elements of the work may have been introduced earlier and may have continued after, but your case must be based on work that ran during the qualifying time.
- 👉 Results that illustrate the effectiveness of the case can be collected outside of the eligibility period but must be tied directly to the marketing activity within the eligibility time frame. Results directly tied to work are eligible throughout the entry season (no date cut-off).
- 👉 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.
- 👉 A single effort cannot be submitted by different organizations in the same category. Teams must collaborate on a single entry. However, different organizations may take the lead on entering the work in different categories.
- 👉 Effie Worldwide reserves the right to re-categorize entries, split/redefine categories, and/or refuse entry at any time. Review category definitions and re-entry requirements for additional guidelines.



# Eligibility

## RE-ENTERING PREVIOUSLY ENTERED WORK

- 👉 Finalists & winners whose work ran in this period may submit their work again in the 2024 competition, provided they have additional results to share. Entries that did not advance in the competition may re-enter without restriction.
- 👉 2023 Gold Effie Winners can only re-enter a category in which they did not win Gold.
- 👉 Past Gold Sustained Success winners can re-enter the Sustained Success categories after 3 years – Gold winners from 2020 and earlier are eligible.
- 👉 2023 David vs. Goliath & Challenger Brand Solutions winning brands (Gold/Silver/Bronze) cannot re-enter these categories in 2024.

## ENTERING IN 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 are evaluating your work against the category definition and they frequently express that it is difficult to properly evaluate a submission when the entry wasn't tailored for the entered Effie category.



# Deadlines & Fees

DEADLINE	DATE	FEE
First	Friday, August 30	\$ 624
Second	Friday, September 10	\$ 825
Final	Friday, September 20	\$ 1,057

NOTE\*\* ALL DEADLINES ARE TILL 18:00 HOURS (UAE TIME) ON THE RESPECTIVE DEADLINE DATES

Entry fees are locked based on the date of submission - all requirements must be met in order to submit your entry.

Fees increase on each deadline at 06:00 PM (UAE Time). Entries are non-refundable after time of entry.

## PAYMENT DETAILS

Payment is due 13 of September 2024. Payment is accepted via credit card ( Mastercard, Visa) or Bank Transfer. When submitting your entry, you can choose to pay at that time via credit card, or to generate an invoice to be used for payment processing. Bank transfer instructions will be provided on your invoice.

If you require a vendor form or W-9 from Effie MENA, please [email us](#).



# How to enter

Entries are submitted in the entry portal at <https://mena-effie.acclaimworks.com/>

**Download the Entry Form Guide & Template here** to draft your responses and collaborate with team members, partner agencies, and clients.

- 👉 The template includes all required fields that must be provided in order to submit your entry.
- 👉 Once drafted, copy the answers to each question into the corresponding question in the entry portal.
- 👉 Please give yourself enough time to complete all requirements within the entry portal before your intended entry deadline.

Note: there are dedicated Entry Forms for submissions into the Performance Marketing & Sustained Success categories.

## ENTRY CHECKLIST (MANDATORY)

Reviewed by Judges	Other Requirements
<input type="checkbox"/> Written Entry Form	<input type="checkbox"/> Case background
<input type="checkbox"/> Creative Examples (Creative & Gala Reel, Images)	<input type="checkbox"/> Company & Individual Credits
	<input type="checkbox"/> Publicity Materials
	<input type="checkbox"/> Authorization & Verification



# Entry Form Overview

The written entry tells the story of the effort from beginning to end, each part should work together and tell a story. Review the entry form questions in detail and utilize Effie's resources like the [Effective Entry Guide](#) & [past winning cases](#) to guide your submission.

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.

The entry form is aligned to Effie's Marketing Effectiveness Framework:

## **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 & STRATEGY (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 strategy & idea to life – including your creative, communications and media strategies and the creative work itself. Judges are looking to understand why you chose specific marketing 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.





# Challenge, Context and Objectives

The foundation of your case, counts for 23.3% of the total score. If this section is weak, your whole entry suffers because it is key to understanding how big the idea was and how profound the results were. Weight will be given to the degree of difficulty of the challenge.

Reminder: Judges may not be familiar with your brand's industry. Try to avoid jargon or anacronyms.

## QUESTION 1A

The context to your brand and business situation. Could include main competitor spend, position in market, category benchmarks, etc. Explain the characteristics or trends in the market (e.g. government regulations, societal trends, weather/environmental situations). Frame what success looks like in your category.

## QUESTION 1B

Judges look for clear objectives that are not retrofitted to match the results of the case. We ask you to outline your objectives across the following 3 types:

- **Business:** This should be the one key thing that you wanted to achieve. The ultimate commercial objective that was being discussed in the boardroom. State it as clearly and simply as possible.
- **Marketing:** These should be directly linked to the customer or target audience in some way. Usually linked to a behavior change what did you want people to start doing / doing more / doing less / stop doing etc. You can have up to 3 of these objectives.
- **Campaign/Activity:** What did you set out to change or reinforce through your activity? For e.g. attitudes, perception, social discourse etc. You can have up to 3 of these objectives.

Category specific advice:

- **Commerce & Shopper Cases:** Include Category/Retailer Growth objectives if applicable.
- **Performance Marketing Cases:** You may provide both Pre-Conversion objectives and Conversion metrics. You must provide at least one conversion objective. Please see the Objectives Guide for examples of Pre-Conversion and Conversion metrics along the customer journey. Present the performance marketing goals and explain how these goals relate back to the overall brand or organisation's strategy and objectives.
- **Sustained Success Cases:** It's important to include change over time for both questions.



# Strategy: Insights & Strategic Idea

This section asks you to explain your strategic thinking that enabled you to pivot from your challenge to results. It counts for 23.3% of the total score.

## QUESTION 2A

Explain who the target audience is and why they were the right for your brand, bearing in mind your context, challenge and objectives. Outline if your target was existing, or new, or both. Describe them using demographics, culture, media behaviors, etc.

- **Commerce & Shopper Cases:** Be sure to highlight the shopper's motivations, mindset, behaviors, and shopper occasion.

## QUESTION 2B

Outline your key insight(s) and how your audience's behaviors and attitudes, your research and/or business situation led informed them. Your insight(s) may be a consumer, channel or marketplace insight etc. Keep in mind, an insight is not merely a fact or observation, it is the strategic insight, unique to your brand and audience, that was leveraged to help meet your objectives.

**Performance marketing cases:** Your answer should include the data and audience insights that led to your strategy & idea for e.g. it could include one or more of the following:

- Any non-data insights (e.g. behavior observation, market research) that complemented your data insights.
- Any data analysis that provided the breakthrough in shaping your strategy.
- New ways of identifying your audience and their search and purchase behavior.
- Any marketing channel insights that was the foundation of your marketing spend channel mix.

## QUESTION 2C

The judges are looking to you to describe the core idea or shift you made that drove your effort and led to the breakthrough results. What was at the very heart of the success of this case? Please show how your thinking related back to your insight and audience.

- **Performance Marketing Cases:** In addition to the above, your answer should bring to life your initial strategy and idea on how to target and convert your audience. **Note:** In Section 3 (Bringing the Strategy & Idea to Life), you can describe how you optimized or changed your strategy based on real-time performance.
- **Sustained Success Cases:** It's important to include change over time



# Bringing the Strategy & Idea to Life

Judges are looking for a summary of the key elements of your plan, including your creative work and channel strategy. It's important to help them understand how your plan related back to your strategy and audience, and how the core components worked together to drive results. This section will be scored based on your answers, the information in the Investment Overview, and the assets you showcase in the creative reel and images. Together they account for 23% of the total score.

## QUESTION 3A

Articulate how you activated your strategy. This may include one or more of the following: communications, brand experience, packaging, a product extension, a retail space (in store or stand-alone), a promotion, sponsorship or partnership, CRM programme, search engine marketing, display advertising, affiliate marketing etc.

## QUESTION 3B

Outline the key creative building blocks of the executions for your main marketing vehicles e.g. endline, call-to-actions, format choices, SEM copy, display ads, email copy and visuals, short or long videos etc.

## QUESTION 3C

Your channel plan, with clear rationale behind the choice you've made. Judges are looking to understand why you chose specific channels and how they relate to your strategy and audience. Explain how the integral elements worked together to drive results.



# Results

Tie together the story of how your work drove the results. This section accounts for 30% of the overall score. Judges are looking for direct correlations between the objectives and the results of a case.

## QUESTION 4A

Results must relate to your objectives, and KPIs as outlined in Section 1.

- Explain how the results impacted brand and the brand's business. Why were these metrics/results important to the brand?
- Prove the results are significant using category, competitive and brand context. You should do this by providing context with historical data, industry benchmarks, competitors, etc so that judges can contextualise results.
- When providing engagement/social metrics in particular, detail what these meant for the brand and business/organisation.
- If you achieved additional results, explain what they were and why they are significant.
- When key metrics are withheld without explanation, judges may assume it is because the results were weak.

## QUESTION 4B

It is important to make a compelling argument around why marketing led to the results achieved, eliminating or attributing other factors that could have contributed to your success.



# The Entry: Rules

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 & work must have run at some point between **April 1, 2023 - June 30, 2024**.

Results prior to the eligibility time period that help to provide context for judges to assess the significance of results achieved within the eligibility time period are fine to submit. Results that fall after the end of the eligibility period that are directly tied to the work that ran in the eligibility timing are also fine to submit. No work after the cut-off to the eligibility period can be submitted. \*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.

**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.

**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.



# The Entry: Sourcing Data

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 without word limit restrictions.

1. 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.

**Note: Judges cannot click on external websites, so if citing a website, please also include key sourcing details via text (e.g. publication, article name, date).**

## ADDITIONAL GUIDANCE

- Because of Effie’s specific eligibility time, entrants are required to include the dates covered for all results data presented in your case.
- 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 Data, 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.
- Effie MENA & Effie Global reserves the right to check all sources provided for accuracy.



# The Entry: Creative Reel

Your creative work is scored as part of Scoring Section 3: Bringing the Strategy & Idea to Life.

**The focus of the reel should be the creative work.** Judges recommend that 70% of the reel is spent showing examples of creative work the audience experienced, or other materials created to bring the idea to life internally or externally. You do not need to feature all items selected in the touch points checklist (from the Investment Overview), only those integral to the case’s success that are explained in your written case. Any set-up (re: context, challenge) should not impede the judges’ ability to have this clear understanding.

MUST INCLUDE	DO NOT INCLUDE
<p>At least one complete example of each integral touchpoint, to ensure that the judges are seeing a breadth of your work. It can be helpful to label each creative example by type of media (TV spot, Radio spot, etc.).</p>	<p>Results of any kind will lead to disqualification</p> <p>Agency names, logos, images</p>
<p>Video clips that are over 60 seconds may be edited down for time; but entrants are encouraged to keep as close to the original as possible.</p>	<p>Competitor creative work or logos. (Exception: permitted if competitor logos/work were included in your campaign materials. Competitors may be mentioned verbally.)</p>
<p>If showing multiple examples of a touchpoint (e.g. 3 TV spots), after you show one example in full, it is ok to edit down the additional examples for time.</p>	<p>Editing that will misconstrue what your audience viewed (e.g. changing the audio during a TV spot)</p> <p>Any confidential information, as creative reels will become public for finalists &amp; winners</p>
SPECS	TALENT / LICENSING
<p>1 creative reel per entry</p> <p>3-minute maximum (Sustained Success: 4-minutes)</p> <p>250 MB maximum file size</p> <p>.mp4 format</p> <p>High Resolution: 16:9 at 1920x1080.</p> <p>Do not include any agency names/logos in the video or in the file name.</p>	<p>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.</p> <p>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 our experience, as long as the talent/music were used in your original creative work, you should not run into an issue with rights/licensing.</p> <p><b>*****Along with the creative reel entrant would need to submit a 1 min long Gala Reel. This reel will be shown publicly if your case is a winner***</b> (Gala Reel Format ..mov)</p>



# The Entry: Creative Images

## Images of the Creative Work: 2 images required; 6 images maximum

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.

### Technical Requirements:

- 👉 .jpg format
- 👉 High-res. 15 MB max.
- 👉 Do not include agency names or logos on any creative materials (including file names) submitted for judging.

Creative images will be shown publicly if your case is a finalist or winner.





# Other Requirements: Publicity

Entrants are required to provide the below publicity materials at time of entry.

## 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.

**Specs:** High res, CMYK format, 100% of size. 15 MB max.

## LEAD AGENCY & CLIENT LOGOS

Provide company logos for the Lead Agency and Client. Logos are not required for companies designated as Contributing Companies.

**Specs:** ai/eps preferred; jpg/png also accepted.

## CREATIVE EXAMPLES FROM JUDGING

The Creative Work provided for judging (images, reel) will also be used for publicity purposes.

## PUBLIC CASE SUMMARY

In 100 words or less, provide a summary of your case with no confidential information included.

## STATEMENT OF EFFECTIVENESS

In 15 words or less, provide a statement that exemplifies the results of the case, ensuring no confidential is included.



# Other Requirements: Publicity

Entrants are required to provide the below publicity materials at time of entry

## Gala Reel

1 Minute gala reel of the campaign to show publicly if your case is a winner.

Format - .mov



# Other Requirements: Credits

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 (full service, media, digital, promo, PR, event, etc.), media owners; retailers; etc.

**Effie’s policy is that those recognized on the work at time of entry deserve recognition at time of win. At no time will Effie permit individual or company credits to be removed or replaced.**

Client & Lead Agency credits are considered final at time of entry and cannot be added after the entry is submitted. Credits must be reviewed by senior account leadership and approved via the Authorization & Verification Form, which can be downloaded in the entry portal after you have input all credits.

Additions to company and individual credits will only be permitted after time of entry if the entry did not already credit the maximum number. Credit additions require a \$350 fee and will not be permitted after October 5, 2024. All credit requests will be reviewed and accepted at the discretion of Effie MENA and are not guaranteed.

## COMPANY CREDITS

**Lead Agency** (1 Required, 2 Maximum)

**Client** (1 Required, 2 Maximum)

**Contributing Companies** (0 Required, 4 Maximum)

**CO-LEAD AGENCIES:** You may credit a second Lead Agency and they will be given equal recognition by 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.

**IN-HOUSEWORK:** If you are an advertiser submitting in-housework, 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** (0 Required, 10 Maximum)

**Secondary Individual Credits** (0 Required, 30 Maximum)

Primary Individual Credits will be utilized in situations where space is limited; otherwise all individuals will be listed in the credits.

Individuals credited on your case must be current or former employees of any one of the credited companies.



# Confidentiality & Publication

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.

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:

## 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.

## 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.

## 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.

If you would like to have a further discussion about confidentiality, please email [menaeffie@meduquestcorp.com](mailto:menaeffie@meduquestcorp.com)



# Confidentiality & Publication

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:

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## **PUBLISH AS THE CASE 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; however, you may not redact any section in its entirety including results.

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**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 along with your public-facing written case, if your entry becomes a finalist or winner. Work submitted must be original or you must have the rights to submit it.



# Confidentiality & Publication

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

## JUDGING

Judging events have strict confidentiality protocols and are securely supervised by 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. For example, a judge from the Beverages industry will not judge the Beverages category.

## INDEXING DATA

While judging is confidential and entrants may select publication permission for their written case, Effie 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. As with all data points, be sure to include context so the judges understand the significance of the data. Additionally, unless the entrant opts to allow Effie 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 Effie Worldwide and the Effie Awards and will not be returned. By entering your work in the competition, the Effie Awards MENA / 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 on the [Effie Worldwide's website](#), partner websites, press releases/newsletters, programming/conferences and the 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.

Please review the Creative Reel section of the Entry Kit for more guidance on licensing/talent.

In extraordinary circumstances, 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.



# The Effie Index

The Effie Index ([effieindex.com](https://www.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

If your case becomes a 2024 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. A single winner record receives index points only for the highest award won; for example, if a Gold winner moves on to win Grand, it only receives Grand index points (not both Gold and Grand).

## **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.



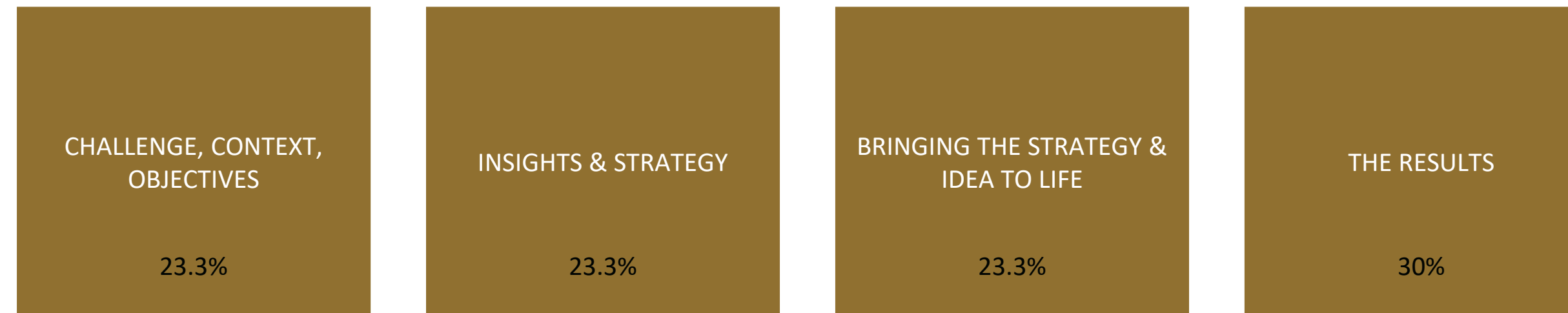
# Judging

Your entry will be judged by some of the brightest and most experienced business leaders from the 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.

**Judges are specifically matched with cases that do not prove a conflict of interest.** For example, a judge with an automotive background would not review automotive cases. For this reason, it is critical that entrants provide market and category context in their entries to give judges a clear understanding of the category situation and explain what your KPIs mean in the context of the category.

**In all rounds of judging, judges provide scores across the four pillars of Effie’s effectiveness framework:**



**The judges’ scores determine which entries will be finalists and which finalists are awarded a gold, silver, or bronze Effie trophy.** Each level has minimum scores required to be eligible for finalist status or for an award, therefore 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.

**The highest-scoring Gold Effie winners are eligible for the Grand Effie Award,** the award for the single best case entered in a given year. As the Grand Jury is 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.

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 [contact us at – menaeffie@mediaquestcorp.com](mailto:menaeffie@mediaquestcorp.com).





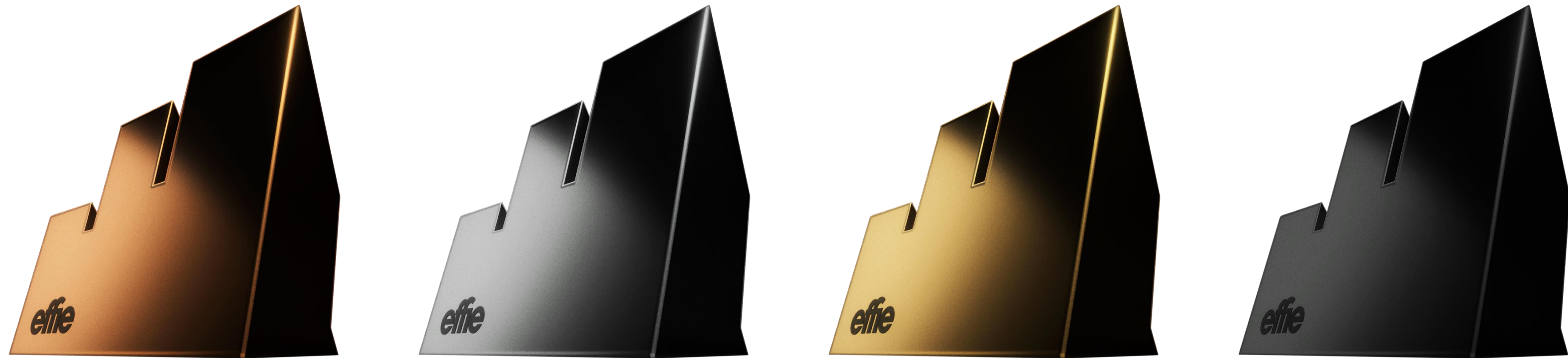
# Winning an Effie

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.

Winners gets awarded on the Gala Event 21 November 2024.

A complimentary trophy is provided to each winning lead agency / client company. The client and lead agency is the engraving default setting for all trophies, unless co-lead agencies or co-clients are designated, in which case both lead agencies/clients would appear on the trophy. .

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.



# Categories

## 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 an Industry 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.

The Effie Awards reserves the right to re-categorize entries, split/redefine categories and/or refuse entry any at any time.

## INDUSTRY CATEGORIES

There are over 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.

## SPECIALTY CATEGORIES

The Specialty Categories are designed to address a specific business situation or challenge. There are over 40 specialty categories, with focuses on audiences, brand content & experiential marketing, business challenges, commerce & shopper marketing, digital, health & wellness, media, marketing innovation, positive change and topical marketing.

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.



## 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

## 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

### COMMERCE & SHOPPER

- DIGITAL COMMERCE (NEW TITLE, FORMERLY E-COMMERCE)
- EXPERIENTIAL COMMERCE MARKETING (UPDATED)
- OMNI-CHANNEL SHOPPER SOLUTION
- RETAIL MEDIA (NEW)

VIEW DEFINITIONS

### 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



## Contact Us

[MENA Effie Awards Program Website](#)

[MENA Effie Awards 2024 Categories Descriptions Document](#)

Entry Questions : Email – [menaeffie@mediaquestcorp.com](mailto:menaeffie@mediaquestcorp.com)

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