

# case study samples

On the following pages, four examples of successful cases from the North American Effie Awards are featured. We encourage teams to review these case studies and the feedback judges provided.

Please note that as part of Effie's publication policies, entrants have the opportunity to edit their submitted case study to redact sensitive information from the published version. Some of these sample case studies have been edited. Edited case studies are designated by a note in the bottom right-hand corner of the case study PDF.

Reviewing these past winning case studies is encouraged; however, please keep in mind that some detailed information reviewed by judges may have been cut from the published version. For example, the published case study may have specific objectives or results removed. Additionally, Effie does not endorse a single, specific formula to follow when it comes to crafting an effective entry. Different situations call for different methods of storytelling, objectives, metrics, etc.

When writing your entry, thoroughly review the questions and detailed instructions within the entry form and review the entry resources, outlined below, for further guidance.

## Additional Case Study Samples

Even if you are not entering one of these specialty groupings or competitions, there are still lessons to be learned in the way entrants share their story.

- [Health Effies](#)
- [Media Effies](#)
- [Shopper Marketing Effies](#)
- [Positive Change Effies](#)

To see additional winners, visit [Effie's Case Study Database](#).

## Advice From the Jury

Each year, Effie asks judges to provide advice for the next year's entrants. Advice is provided on each of the four scoring sections, the creative elements, and the entry overall.

- [North America](#)
- [Shopper Marketing](#)

## Download the Entry Kit, Form, and Additional Resources

Review full competition rules, category definitions, and download entry materials.

- [North America](#)
- [Shopper Marketing](#)

## Entry Kit Breakout Documents

For easy access to popular parts of the entry kit, review the links below:

- [Confidentiality & Publication Policies](#)
- [Creative Reel Guide](#)
- [Additional Data Collected in the Online Entry Area](#)

# case study #1

Lincoln Brand Reinvention  
Hudson Rouge / The Lincoln Motor Company  
2016 Silver / Automotive - Vehicles

**READ THE CASE STUDY.**

Watch the creative reel.  
View the case summary and credits.



Judge Insight:

**"Honest and pragmatic. Not leaning too much into the 'social virality' of their creative."**

**"The results are very impressive, as is the earned media from the campaign and the strong creative."**

**"Great context and set-up of the challenge at hand. Good insight and idea, well-linked to the KPIs. And, really nice that they acknowledged rationale for roads not taken and paths unavailable."**

**"The entire case is well written and sets up a very unique challenge that required a unique solution."**

# case study #2

## World Gallery

TBWA\Media Arts Lab & OMD / Apple Inc.  
2016 Gold / Electronics

**READ THE CASE STUDY.**  
Watch the creative reel.  
View the case summary and credits.



### Judge Insight:

**"Clear delivery and set-up of the business challenge. A real insight that was spectacularly delivered. It was truly distilled and simply executed."**

**"This is a really clear case - I love how they lay out the rationale behind the campaign."**

**"The execution was brilliant. It connected with the objectives and built around a larger conversation."**

**"The elegance and grace of the creative is brilliant. It's no easy task to present good user-generated content. This campaign does it like few others. Ever."**

# case study #3

## PURE MICHIGAN

McCann Erickson Detroit / Pure Michigan/  
Michigan Economic Development Corporation  
2016 Silver / Sustained Success

**READ THE CASE STUDY.**

Watch the creative reel.  
View the case summary and credits.



### Judge Insight:

**"This is a sophisticated and well written case that seems to have very little to hide."**

**"Great presentation of objectives and delivery on those objectives. The creative is consistent and spot-on."**

**"The results speak for themselves and are clearly linked to measurable objectives."**

**"It's an incredible story, well-crafted (love the idea of 'Getaway Artists' and a state that 'hasn't been spoiled yet'). The creative will be remembered forever for its emotional hook and disruption to the tourism category. The case does a great job of bringing the impact of this story to life."**

# case study #4

5 Gum Truth or Dare Challenge  
Energy BBDO / Wm. Wrigley Jr. Company  
2016 Bronze / Youth Marketing – Teens & Young Adults

**READ THE CASE STUDY.**  
Watch the creative reel.  
View the case summary and credits.



## Judge Insight:

**"The insight and its link to the product and brand idea were very strong. The results were fantastic, especially given that the whole category had been struggling."**

**"Clear storytelling. They did a great job combining the product itself with the communications strategy."**

**"It was great to see the brand dig back down and re-discover why they originally stood out to youth in the first place."**

**"The insight and execution were flawless."**