2013 Effie® Awards
Round One Judging Guide

Effie Awards
Effie honors the most significant achievement in marketing communications: **ideas that work.**

Any and all marketing communications efforts that contribute to a brand’s success, whether full campaigns or unique efforts within a campaign, are eligible to enter and compete for an award. Whether mainstream or unconventional, digital or print, paid or unpaid – efforts driven by any one or any multiple combinations of marketing communications are eligible for an Effie, as long as results are proven. To succeed entrants must detail the “why” behind the strategy and provide proof that the work achieved significant results.

Effie judges review a wide-range of cases, including efforts that span months or years and efforts that span a single day only. Cases can also be local, regional or national in scope. The key element that separates out the winners is not overall size or duration of the case – it is whether the objectives were challenging and the results achieved significant in the context of the category, audience, competition, resources, idea, strategy, etc. Was it an idea that worked?

Since 1968, winning an Effie has become a global symbol of achievement. Today, Effie celebrates effectiveness worldwide with annual North America, Global, Euro and Middle East/North Africa Effie competitions and over 40 national Effie programs. For more details, visit www.effie.org.

**Confidentiality**

The information contained within the cases you will review in your judging session is privileged information. We ask that you observe strict rules of confidentiality. Please refrain from taking away notes during the judging session, discussing the cases or keeping any of the handout material. Discussion of cases is allowed during the portion of the judging in which the official Effie Moderator initiates discussion.

As a courtesy to fellow judges and to the time taken to present cases, please turn off all mobile devices before judging begins. No calls, texts, etc. should take place in the judging room. **You must sign and date the Judge’s Confidentiality Agreement prior to your judging session.**

**Judging Process**

Prior to judging, please review the Judging Guide in its entirety. Each entry you will review contains both the questions entrants were asked to address and their response.

In some cases entrants did not thoroughly answer individual questions or did not follow instructions. It is up to you to decide whether or not these failures to follow instructions either preclude you from making an informed decision, or give the entrants an unfair advantage. Please reflect these considerations in your scoring.

**Eligible Efforts for the 2013 competition:** Marketing communications efforts that ran in North America – defined as US or Canada - between 9/1/11 – 8/31/12 are eligible for the North America Effies. Cases can have data before that time period but the bulk of the data must fall within the time period. **No results after 8/31/12 are permitted for this year.**

*Exceptions:*
- **Yearly Topical Category: Olympics Marketing:** Eligibility Period runs October 1, 2011 – September 30, 2012
- **Health Effies:** Eligibility Period runs January 1, 2011 – August 31, 2012

Each judge in the first round of judging for the Effie Awards is assigned a random selection of cases across a range of categories. The first case you see may be from the Beverages category, the next from Automotive, the third from the David vs. Goliath category, etc. Please judge each case on an individual basis. Cases that move to the final round of judging will be judged in the context of other finalists in their category.
During the session you will have the opportunity to:

1. **Score assigned cases.** Please take the time you need for each case. Unfinished cases will be reassigned to another judge.
   - Note: Judges often ask what an average judging time is per case – judging time varies. However, as you judge, you will find that it becomes easier to determine which cases deserve more of your attention. Judges often read the written case in 5-8 minutes.

2. **Provide insight on the specific questions asked about each case in the online entry system.** Effie will share this insight with entrants who request it to help them enter their effective work more effectively. All insight will be shared anonymously.

3. **Participate in the 5-10 min. discussion** initiated in your judge room by the Moderator.

4. **Share feedback on the evaluation form** at the end of the session.

5. **Enjoy the day and the time with other judges.** All judges are encouraged to join us at the official judging breakfast and lunch.

For each case you will review a written entry form (this details the challenge, objectives, idea, strategy and results) a 4-minute maximum video showing the creative work and 1-2 .jpgs of items featured on the video that entrants felt judges would also benefit from seeing as a still image. Please review the written entry form before watching the video - entrants were advised that this is how the judging process would proceed.

**Scoring Advice:**

- **Scores:** You are one of five or more judges determining whether the case will move to the final round of judging. Please send a clear signal with your scores.

- For each case you provide **four whole number scores (1-100).** See the following page of the judging instructions for a detailed description of the scoring sections and the scoring scale.

- **Weighting of scores after judging is complete:** After the judging session is over, Effie will weight the four scores to determine the composite score for the case. The results section has the highest individual weighting.

- **Video:** Entrants were instructed to include on the video the examples of work they cite as integral to achieving their success as the work ran in the marketplace except where editing is necessary for time purposes. The video is not meant to be a case study and entrants are told not to include results on it. The video should not be judged based on the production value, but on the quality of the work itself.

- **Advance checkbox:** You have the option to flag cases you think should be finalists via the “advance” checkbox. **Scores** determine which cases will be finalists but the Judging Chairs will consider your recommendation.

### Sample Score for case 3214: 85 / 90 / 87 / 90

After judging is over, Effie will weight the scores as follows:

- **23.3% - Strategic Challenge + Objectives = 85 x .233 = 19.805**
- **23.3% - Idea = 90 x .233 = 20.97**
- **23.3% - Bringing the Idea to Life = 87 x .233 = 20.271**
- **30% - Results = 90 x .30 = 27**

= Composite score for case #3214 = **88**

**Recusing yourself from judging a case**

Please recuse yourself from judging a particular entry **if it is from the agency or company where you work, you have worked directly on the case or the case represents direct competitive work to a brand you work directly on.** Click the “Recuse” button in the online database to recuse yourself from judging a case. Once you do this, the entry will disappear from your judging list.

There may be reasons other than the example provided that might cause you to recuse yourself from judging a case. In all cases, please use your professional judgment. If you have any questions, discuss them with the Moderator.

**Mark a Case for Disqualification**

Your judging folder includes the Effie rules for disqualification. If you believe an entry has violated one of these rules:

- Check the "Disqualify" box on the score page for that entry in the online database and indicate in the “General Comments” box why you believe the entry should be disqualified
- After doing the above, **continue to score the case as you would a regular entry.** The Effie Judging Chair and Committee will determine whether the case will be disqualified based on the rules.
**Scoring Scale:**
Use the 1-100 scale to score the effectiveness of the case on each of the four score criteria.

| 1<-----------------------------------------------| 100 |
| Not at all effective | Extremely Effective |

1. **Strategic Communications Challenge + Objectives**  
*Questions 5A-5C | Entrants were asked to address:*

- What was the state of the brand’s business and the marketplace or category in which it competes before your effort began?
- What was the strategic communications challenge? Provide context on the degree of difficulty of this challenge and detail the business need the effort was meant to address.
- What were your objectives? What were the Key Performance Indicators (KPIs) against your objectives?

2. **Idea**  
*Questions 6A-6B | Entrants were asked to address:*

- What was the insight that led to the big idea? How did you get to that insight?
- How did the big idea address the challenge?
- What was your big idea? What was the core idea that drove your effort and led to the breakthrough results? What is at the very heart of the success in this case?

3. **Bringing the Idea to Life**  
*Questions 7A-7E and the Creative Work | Entrants were asked to address:*

- **Written Form:**
  - Describe and provide rationale for your communications strategy that brings the idea to life, as born from the insights and strategic challenge described.
  - How did your creative and media strategies work together to reach your specific audience?
  - How did you link the insight to the channel choices and how does it play out in your strategy to bring the idea to life? Explain your media strategy and why the channel choices were right for your audience & idea. *Did your communications strategy change over time? If so, how?*
- **Video:**
  - The creative reel should showcase the integral creative that brought the idea to life. This is not a video of your written case. Creative work submitted should exemplify the rationale described in this section and must have run in the marketplace.
  - Show complete examples of work except where editing is necessary for time purposes. You do not need to feature on the video all items in the communications touchpoint checklist, only those integral to the case’s success that are mentioned in your written case. Do not include results on the video.

  Each of the above three criteria *(Strategic Comm. Challenge + Objectives, Idea, Bringing the Idea to Life)* will have equal weight (23.3%) in the final score, totaling 70% of the final score.

4. **Results**  
*Questions 8-9 | Entrants were asked to address:*

- How do you know it worked? (Include KPIs). Explain with context why your results are significant for your brand.
  - Refer to your specific audience and directly to your objectives and KPIs described in section 5c. Demonstrate how you met or exceeded those objectives using quantitative and behavioral metrics or other measurement tools you described.
  - Explain, with context, why your results are significant in your category and competitive situation. Did your effort drive business? How? Provide pre and post measures and an understanding of the industry and category norm. You must show how the individual KPIs achieved tie together and collectively impact the overall success of the case.
- Provide research involved and the time period covered. Proof may be indexed.
- Source all data. Sources can be advertiser data, agency research, third party research companies.
- Anything else going on that may have helped drive results.

  The score for Results will count towards 30% of the final score.
**Some Guidelines for Reviewing Evidence**

**Category context:** Consider the context of the category the entry is in. If you believe it is in the wrong category and should be recategorized, please check the “category” checkbox in the online scoring area and note this in the general comments box.

**Challenge:** The definition of the Strategic Communications Challenge is the glue that shapes the other elements of the case. Please insure that the Strategic Communications Challenge is clearly understood, both as described in the case and from any other knowledge you may have of the particular category. Assess the remaining elements of the case for both suitability and ambitiousness within the framework of the Strategic Communications Challenge.

**Objectives and results:**

How did each area relate to the stated objectives & were the objectives fully explained? Most critically, did the results fulfill the stated objectives? Entrants should detail what objectives they had & why they are significant in the context of their situation. If the entrant did not have objectives upfront or they were open-objectives, they should explain this and why the results achieved are significant in the context of their situation. Effie allows all forms of results – the entrant should justify why the results achieved are significant.

Evaluate the degree to which the Results – including, but not limited to, sales and shipment data, store audits, diary panels, tracking studies and marketing communications research - clearly demonstrate success in achieving the stated objectives. For example, if the objective is to improve brand awareness, the proof cannot be an increase in sales.

The more precise and relevant the documentation, the stronger the case. You must also decide whether the evidence presented meets accepted research standards.

**Weight should be given to the following:**
- Degree of difficulty articulated in the Strategic Communications Challenge, Objectives and Idea and whether the entrant provided enough details about the situation to make an informed judgment
- How closely the Idea, Strategy and Results address the Challenge
- Selection/justification of the audience relative to the Challenge
- How inventive the Idea and Strategy is in meeting the Strategic Communications Challenge

**Entries range from small cases in regional markets to massive nationwide blitzes.** Please take into account the environment in which each case exists.
- A small percentage move in a highly segmented high volume category -- such as Automotive -- is more difficult to achieve than a large percentage change is a small less competitive or non-competitive category such as Real Estate or Government.
- Likewise, a large sales increase for a product that has never advertised before might be less impressive than smaller percentage sales increase for a product that has no budget increase but changed its marketing communications strategy.

**Guidelines for Reviewing Creative**

The 4-minute video, showcasing the main work that drove the results, should be judged relative to the stated creative strategy. **Video should not be judged on production value — entrants are instructed to simply showcase their integral creative materials.** Please consider these key issues:
- How well the work reflects the articulated Strategy and Idea
- The contribution the work was expected to make to the overall marketing effort
- How the submitted materials for each case work, individually and together

**Discussion & Tagging Cases:**

A short, moderated discussion will be introduced by the Effie Moderator. This discussion is an opportunity to raise questions on allowable data, comment on cases concerning effectiveness and on the Effie judging process.

You are asked to tag the cases you review. If the case is a finalist or winner, the tags may be used at effie.org.

*Thank you for judging the 2013 Effie Awards.*