ABOUT EFFIE

Effie Worldwide champions the practice and practitioners of marketing effectiveness. The Effie Awards honor the most significant achievement in marketing: 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 the Effie Awards. Retail experience, viral, buzz, digital, direct mail, PR, radio, TV, print, etc. – efforts driven by any one or any multiple combination of marketing touch points – 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 were 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 Asia-Pacific, North America, Global, Euro and Middle East/North Africa Effie competitions and 40+ national Effie programs. For more details, visit www.effie.org.

THE POSITIVE CHANGE EFFIE AWARDS

The Positive Change Effies recognize and celebrate the most effective marketing programs that have measurably shifted consumer behavior toward more sustainable choices, and/or grown demand for more sustainable products and services by incorporating sustainability as a part of their marketing communications.

Finalists and winners of this award will showcase how effective marketing communications that incorporate sustainable strategies can make a positive difference for brands and for the environment.
CONFIDENTIALITY

All judges must sign and date a Confidentiality Agreement at the start of the judging session.

The information contained within the cases you will review in your judging session is privileged information. Although some entrants may choose to allow publication of their written case if it is a finalist/winner, all information is considered confidential. Please refrain from taking away notes during the judging session, discussing the cases or keeping any of the handout materials. Discussion of cases will take place in the Jury Room, led by the Jury Chair.

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.

ELIGIBILITY

Eligibility Period: September 1, 2012 – October 31, 2014

Eligible Regions: Europe (defined as the 47 countries of the Council of Europe and Israel) and North America (defined as the United States & Canada).

It is fine for work to have started running before or continue running after the Effie eligibility period. However, the work presented must have run at some point between 9/1/12 and 10/31/14. Data/results prior to 9/1/12 may be included for context; however, the results judged are from this specific eligibility period and no results after 10/31/14 may be included.

POSITIVE CHANGE EFFIE JUDGING CRITERIA

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 the behavior of consumers towards more sustainable choices and sustainability must be a part of the marketing messaging.

A clear set of KPIs must be provided, and all data/claims/facts must reference a specific, verifiable source. Entrants should address how the sustainability goal relates back to the overall brand strategy.

Criterion for this award is the result of behavior change toward more sustainable choices, with these elements being considered in judging:

- **Awareness** – Making consumers aware of a sustainable product, service or action
- **Trial** – Trying the sustainable product or service for the first time.
- **Product / Service Substitution** – Switching to a more sustainable product or service
- **Change in Use** – Using a product/service more sustainably than before
ELEMENTS OF THE JUDGING SESSION

The Positive Change Round One Jury scores will determine which cases should be considered finalists. Discussion is a part of the judging process and will be introduced by the Jury Chair.

During the session you will have the opportunity to:

1. **Score Cases.** Each entry receives four scores – one for each scoring section.
2. **Provide feedback** on each case to further explain your scoring via the Insight Guide questions.
3. **Participate in discussion** initiated by the Jury Chair and Effie.
4. **Share feedback about your experience** with Effie on the survey at the end of the judging event.
5. **Enjoy the day and network with other judges.** Participate in the post-session cocktails.

**Written Case:** Each entry you will review contains the questions entrants were asked to address and their response. In some cases, entrants may not have 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.

**Creative Reel:** Should be judged on the creative work that ran in the marketplace only.

HOW SCORING WORKS

Discussion is a part of the judging process and you will have the opportunity to change your scores after the discussion is over, before score sheets are collected. However, all actual scoring should be done confidentially, without discussion.

The Jury will also have the opportunity to provide verbal feedback, as well as scores, regarding which cases should be winners.

The scoring scale, included in your judging folder, illustrates how the Effie scoring system works.

SCORING PROCEDURE

1: You will read the **case brief** for the first case and then review the **creative material** for that case. Creative material will be shown by the Effie Staff in each judging room.

2: You will provide **four scores** for that case on your **score sheet**. Each scoring section should receive a **1-100 score.** If you believe a case should be a finalist, please make that designation on the score sheet.

   - Effie will weight the four scores to determine the composite score for the case. **The results section has the highest individual weighting.**

3: **You have the opportunity to** provide **insight** on the specific questions asked about each case on your score sheet. 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.** Effie is dedicated to sharing valuable feedback - many thanks for your help with this educational effort.
4: The Jury Chair will initiate discussion throughout the judging session. You will have the opportunity to change your scores confidentially after the discussion is over, before score sheets are collected.

5. The Jury will have the opportunity to provide verbal input, as well as scores, regarding which cases should be winners.

RECUISING YOURSELF FROM JUDGING A CASE

Please recuse yourself from judging a particular entry if:

- It is from the company where you work.
- You work directly on the brand.
- The brand is a direct competitor of either your brand or a brand you spend a significant time on.

There may be reasons other than the example provided that might cause you to recuse yourself from judging a case. Please use your professional judgment. If you have any questions, please don’t hesitate to discuss them with the Effie Awards Staff.

To recuse yourself:

• Write "Recuse" on the score sheet for that case and let the Effie staff know.
• Effie staff will collect the written case from you and Effie staff will notify you once judging for that case is complete.
• During case discussion, you would not discuss the case that you have recused from.

MARK A CASE FOR CORRECTION

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

• Mark the case for potential disqualification by writing "disqualify" next to it on your score sheet and the reason why you think it should be disqualified.

• Notify the Effie Staff.

• After doing the above, continue to score the case as you would a regular entry. The Effie Judging Chair and Committee will review any cases marked for disqualification and determine whether the case will be disqualified, based on the rules.
SCORING SECTIONS GUIDELINES

1. STRATEGIC COMMUNICATIONS CHALLENGE & OBJECTIVES  - 1-100 score

*Questions 5A-5E* | Entrants were asked to address:

- Describe the market background specific to the country the case is entered in.
- What was the state of the brand’s business and the marketplace or category in which it competes before your effort began?
- Define the audience you were asked to reach.
- **State your objectives as they relate to achieving behavioral change towards more sustainable choices.** What were the Key Performance Indicators (KPIs) against your objectives?
- **How do the sustainability goals relate back to the overall brand/company strategy and objectives?**

2. IDEA  - 1-100 score

*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  - 1-100 score

*Questions 7A-7G 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 borne from the insights and strategic challenge described.
  - How did your creative and media strategies work together to reach your 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 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 all items, only those integral to the case’s success that are detailed in your written case. Do not include results on the video.
  - 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.

Each of the above 3 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.
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 5d. Demonstrate how you met or exceeded those objectives using quantitative and behavioral metrics or other measurement tools you described.
  - Judges of the Positive Change Effies will specifically evaluate the result of behavior change towards more sustainable choices, with the following elements considered:
    - **Awareness** – Making consumers aware of a sustainable product, service or action.
    - **Trial** – Trying a sustainable product for the first time.
    - **Product/Service substitution** – Switching to a more sustainable product or service.
    - **Change in Use** – Using a product more sustainably than before.
  - 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**.

**SAMPLE JUDGE SCORE** for Case #3214: **85 / 90 / 87 / 90**

Effie will weight the scores as follows:

- **23.3% - Strategic Communications Challenge + Objectives** = 85 x .233 = 19.80
- **23.3% - Idea** = 90 x .233 = 20.97
- **23.3% - Bringing the Idea to Life** = 87 x .233 = 20.27
- **30% - Results** = 90 x .30 = 27

= Composite score for case #3214 = 88
SCORING SECTIONS GUIDELINES

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 & 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.

Positive Change Effie

For the Positive Change Effie Awards, entrants must have a sustainability goal and sustainability must be a part of their marketing communications. Assess the cases against the definition:

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Types of Results

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, 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 cases.
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.

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

FAQ: CASE DOESN’T TALK ABOUT BUSINESS RESULTS. HOW SHOULD THE RESULTS SECTION BE JUDGED?

Effie is open to all forms of effectiveness. For some cases, it can be very important to achieve a change in awareness in the market and that may be very difficult to achieve. For other cases, the goal may be a change in sales. The determining factor is not whether one case had a sales goal and another had an awareness goal, but how challenging were their goals in their category, competitive and brand situation, and what the achieved results were.

It is up to the entrant to indicate what types of goals they had and why the results were significant in the context of their category, brand, and competitive situation. Evaluate the degree to which the results clearly demonstrate success in achieving the stated objectives and the degree of challenge represented by the results achieved.

FAQ: CASE ONLY RAN DURING A SMALL WINDOW OF THE ELIGIBILITY PERIOD. IS THAT OKAY?

Due to the nature of the Effie eligibility period, some cases are unable to enter the full effort into this year’s competition. These entries should be judged based on the results/work presented within the eligibility period and should not be faulted for submitting a portion of the case. Some efforts may be one day in duration, while others may multiple years. Both are acceptable in the Effie competition.

Thank you for judging the 2015 Positive Change Effie Awards.