

# global effies

## case study samples

Effie champions the practice and practitioners of marketing effectiveness. On the following pages, two examples of successful cases from the Global Effie Awards competition are featured. Even if you are not entering one of these specialty groupings or competitions, there are lessons to be learned in the way entrants share their story. 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. Edited case studies are designated by a note in the bottom right-hand corner of the case study PDF.
- When reviewing Edited case studies, please keep in mind that some detailed information reviewed by judges may have been cut from the published version. For example, specific objectives or results removed.
- 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 template and review all entry resources for further guidance.

### EFFIE CASE STUDY DATABASE

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

All visitors have access to the 90-word summaries and credited companies and individuals. Subscribers also have access to play the case video and, where publication permission was given, to read the written case study.

Annual and Single-use subscriptions are available; visit our [subscriptions page](#) to learn more.

### Entering the Global Effie Awards

In addition to reading these winning cases, entrants are advised to thoroughly review the 2019 Global Effie entry materials. These materials will help you prepare your effective work for the competition.

You can review all Global Effie entry materials here:

- [Entry Information, Deadlines & Fees](#)
- [Entry Materials & Resources](#)

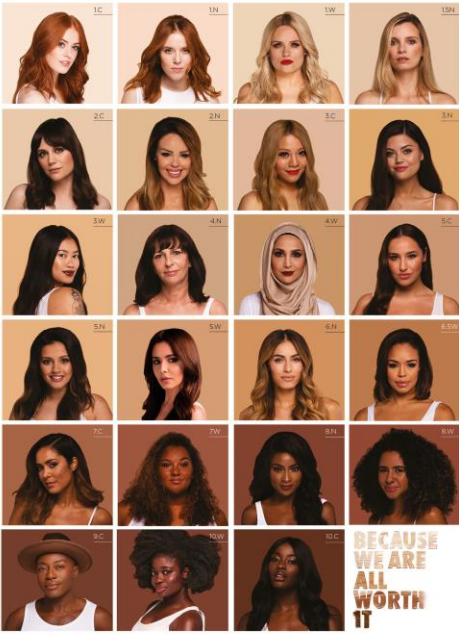
If you have any questions, please contact us at [global@effie.org](mailto:global@effie.org).

# case study #1

## True Match - All Worth It

McCann London, McCann Paris,  
McCann Melbourne / L'Oreal Paris  
2018 Silver  
Multi-market: Fast Consumer Goods/FMCG

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



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**"In a holistic way, the case is really important and powerful for this moment of the world. The diversity and boldness during product development was great."**

**"The use of different stories for different skins is obvious but nice; many people will identify with these stories on a truly human level. I love the cross-minority and cross-gender activation and the simplicity of such a strong 'strategic foundation' (no pun intended)."**

**"I love the inclusiveness and truth of product line, and the campaign is beautifully realized across all elements."**

# case study #2

## **Airbnb: Don't Go There, Live There.**

TBWA\Chiat\Day Lost Angeles, Starcom / Airbnb

2017 Gold

Multi-region: Transportation, Travel and Tourism

### **READ THE CASE STUDY.**

Watch the creative reel.

View the case summary and credits.



**“The process to arrive at the insights, and the insights themselves were excellent. How those insights were then translated into creative and then brought to life were also pretty great!”**

**“Thoughtful well put took together case. Well rounded. Objectives were clear, and the challenge was very apt to travel and loved the tag line Airbnb created. Backed this up with research and turned a negative into a positive. Very well executed and interesting use of media.”**

**“The use of media is smart and the approach of user generated content plays very well in the overall case.”**