



Entry Kit 2026

Everything you need to know to
enter this year's Effie Awards UK



Introduction

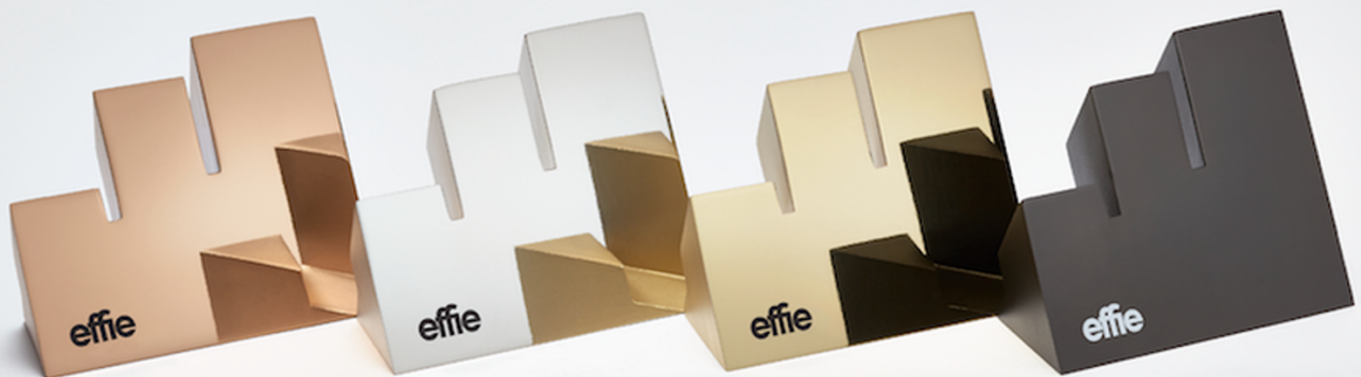
This document is designed to give you all the information you need to write and submit your entry.

It includes all the practical information - like what work is eligible to enter, what categories are available, accepted creative assets and credits, how publication permissions work, how to source your data, etc. It also explains the Effie entry form section by section, to help you understand exactly what the judges are looking for. Plus, there's information about what happens during judging and beyond.

To support entrants in the entry process, we're offering complimentary online workshops for guidance in crafting more effective entries. These sessions are designed to help you navigate the process and strengthen your submission. You'll find details about entry workshops, sample winning cases, and other helpful resources [on our website](#).

If you have any questions at any stage of the process, please ask and we'll be happy to help. Just email us at effieuk@effie.org

We wish you all the best in this year's competition!



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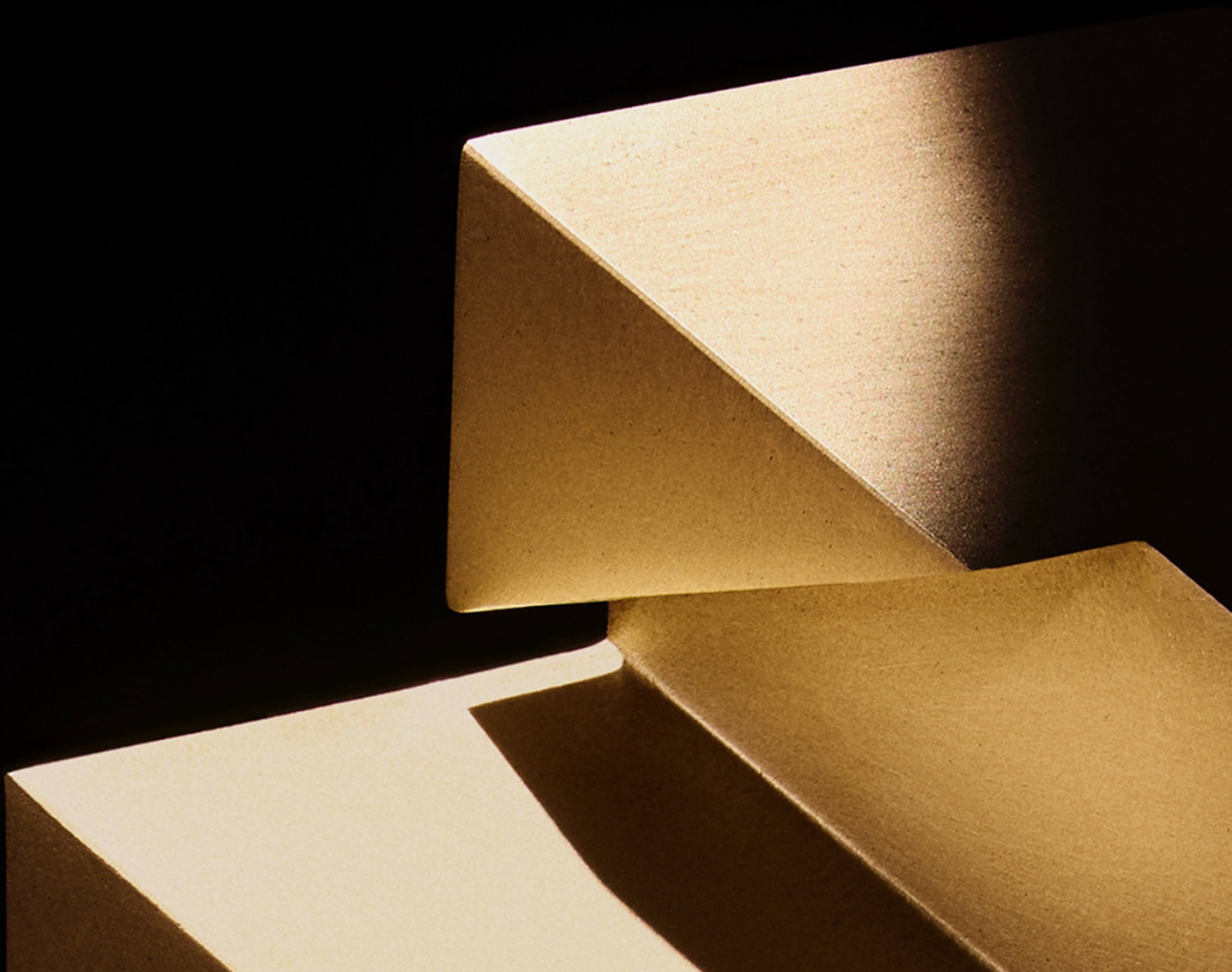
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How to enter



What you need to know (on a page)

This page explains how and where entrants most frequently slip-up, creating extra work for their teams and/or compromising their final score and chance of winning.

Please make sure *everyone* involved in your entry/ies reads this page. Those responsible for writing and submitting your entry/ies should read this Entry Kit in full, which provides important additional detail.

Content Compliance

- Please make sure you focus on marketing activity (and the corresponding results) which ran during the eligibility period of **1st July 2024 and 31st December 2025** *. Your activity may have started before and continued after this, but the work that your entry focuses on must have taken place during the qualifying time period.
- All data included in your entry must be referenced with a source, otherwise the data point will be discounted.
- Graphs and imagery included in your entry should be hi res and not pixelated - visuals that are illegible will be discounted.
- This is an agency-blind competition, so please don't name the agencies involved in your campaign in your main written entry. Instead, they can be referenced as "Creative agency", "Media Agency", "Social agency" etc.
- A minimum of 70% of your Creative Reel must show the work as it ran in-market. This year you can include a short set up and results - these are optional.

Content narrative

- Simple coherent stories, which are well told, tend to be the ones that win awards. Decide what story you want to tell and avoid adding anything that detracts. Don't throw everything you know into your submission - the word counts given on the entry form are guides not targets.

Entry admin - important for whoever uploads your entry/ies

- Please make sure you upload a signed and dated Authorisation Form with your entry. The form can be downloaded from the online Entry Portal when your entry is complete.
- You must let us know before you submit your entry if you require a Purchase Order to be added to your Entry Invoice. The Invoice will be addressed to the entrant company unless you tell us otherwise.

* Entries into the Sustained Success categories should include a minimum of 3 years of activity which must include the current eligibility period.

Eligibility

ALL MARKETING ACTIVITY THAT RAN IN THE UNITED KINGDOM AT ANY POINT BETWEEN 1 JULY 2024 AND 31 DECEMBER 2025* IS ELIGIBLE TO ENTER.

All marketing cases, from any discipline, whether full campaigns or specific activities within a campaign, can enter.

All data and creative work included must be specific to the UK. Activity could have run in the UK only or be part of a larger multi-market effort where the UK was one of several markets. If so, you need to ensure that most of the case focuses on the UK market, isolating what you did in the UK, along with UK market results. The work can be created anywhere.

Your work must have run during the eligibility period. Elements of the work may have been introduced earlier and continued after, but the information you submit for your entry must have taken place *during* the qualifying time period.

The results that illustrate the effectiveness of your case can fall outside of the eligibility period but must be tied directly to the marketing activity you have entered.

* **Sustained Success category campaigns** have separate eligibility periods to that stated above. You'll find more information in the [category definition](#).

Test campaigns are not eligible (e.g. where the UK is a test market or a pilot of a project).

A single marketing effort can't be submitted by more than one organisation in the same category. Teams need to collaborate on a single entry. However, different organisations may take the lead on entering the work in different categories. The creative work and the written text of the entry must be the original work of the credited companies and authors.

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



RE-ENTERING PREVIOUSLY ENTERED WORK

The eligibility period for this year's competition spans an 18-month period. As a result, there's a 6 month overlap period (July 2024 - December 2024 inc.) with last year's competition.

- Entrants, finalists & winners of the previous year's competition period must update their entry to the current eligibility time period, including results.
- 2025 Gold Effie Winners can only re-enter a category in which they did not win Gold (although they are eligible to enter the 2026 [Global Best of the Best Awards](#))
- Past Gold Sustained Success winners can re-enter the Sustained Success categories after 3 years - so Gold winners from the 2023 competition and earlier are eligible to enter.

ENTERING IN MULTIPLE CATEGORIES

- You may enter each marketing effort into a maximum of 4 categories, with no more than 1 Industry category. You will need to submit a separate entry and pay separate entry fees for each category submission.

Discounts are available if entering a single case into more than one category - see next page.

- Each entry should be customised to speak to the specifics of each entered category. Judges are evaluating your work against the category definition, so please make sure you adapt your written submission if entering it into more than one category.

Deadlines & Fees

DEADLINE	DATE	FEE PER ENTRY
Early Bird deadline	May 5 th 2026	£950
Standard deadline	June 9 th 2026	£1,490
Extended deadline	June 16 th 2026	£1,960

Fees increase the morning after each deadline at 10:00 am (UK time). Entry fees are locked based on the date of submission - all requirements must be met to submit your entry.

DISCOUNTS AVAILABLE

For all of the discount, once your account is active, please request the discount by emailing effieuk@effie.org.

MULTIPLE ENTRY DISCOUNT

10-35% off Entry Fees

Eligibility: This discount applies when one case is entered into more than one category and is calculated as follows:

- 1st entry - full price
- 2nd entry - 10% discount (on 2nd entry only)
- 3rd entry - 20% discount (on 3rd entry only)
- 4th entry - 35% discount (on 4th entry only)

Discounts can only be applied once you have created an account in the entry portal.

NON-PROFIT DISCOUNT

50% off Entry Fees

Eligibility: This applies when the entering organisation is non-profit, not the brand in the case. Discounts can only be applied once you have created an account in the entry portal.

NEW-ENTRANT DISCOUNT

£200 off Entry Fees.

Eligibility: Entrants (lead agency/entering company) that haven't submitted an entry in the 2022-2025 Effie UK competitions. Discounts cannot be applied until you have created an account in the entry portal.

HOW TO PAY

Immediate payment is required.

Entrants may pay via credit card (Visa, Mastercard or AMEX) or bank transfer. When submitting your entry, if you don't wish to pay via credit card, please select "Generate Invoice & Submit." This will allow you to download an invoice for bank transfer payment.

Please email effieuk@effie.org for any payment related inquiries.

N.B. Awards will not be given to entrants that haven't paid their entry fees.

DISCOUNTS

If you're eligible for a discount, please don't submit your entry until you've obtained your promotional code from an Effie team member. You won't be penalised for missing a deadline if you're waiting for your promo code.

REFUNDS & WITHDRAWING AN ENTRY

Entries are non-refundable after submission. If you need to withdraw your entry for any reason, please email effieuk@effie.org with a written request explaining why.

How to submit your entry

Entries are submitted online in the Entry Portal at <https://effie-uk.acclaimworks.com>

To enter, you will need to complete all questions in the Entry Portal and sign the Authorisation Form. To prepare your entry, we recommend you:

1. Create an account on the Entry Portal and review the Authorisation Form, which contains the Competition Terms. Once all credits and publication permissions are completed in the Entry Portal, you will need to download a copy of the Authorisation Form and have a company officer sign it.
2. Use the relevant Entry Form Template to prepare your answers to the entry questions - the next section explains what's required for each part. You can access the Entry Form templates via the [Awards page on our website](#).
 - The templates include all required fields that must be completed in order to submit your entry.
 - Once drafted, copy/paste the answers to each question into the corresponding question in the online entry portal.
 - Please give yourself enough time to complete all requirements within the entry portal before your intended entry deadline.
 - Ensure you have credited all your main strategic and creative partners.

Note: While most entries will use the Standard Entry Form template, there are dedicated Entry Forms for submissions into the Performance Marketing & Sustained Success categories.

Here's a checklist of the entry requirements:

REVIEWED BY JUDGES	OTHER REQUIREMENTS
<ul style="list-style-type: none"> • Written entry form 	<ul style="list-style-type: none"> • Case background
<ul style="list-style-type: none"> • Creative examples (reel, images) 	<ul style="list-style-type: none"> • Company & individual credits • Publicity materials • Authorisation form



Categories

CATEGORY LIMIT

To help you get the most out of your work, cases can be entered into a **up to four categories**. Of those four categories, only **one category submission can be an industry category**. You're not required to enter an Industry category - you may enter four speciality categories instead.

Each entry should be customised to speak to the specifics of each entered category. Judges find it difficult to effectively evaluate a case when it isn't tailored for the entered category and will mark it down accordingly.

The entry portal supports entering your work in multiple categories. When starting a new entry, you can view the list of categories and click "add to entry" next to each one you would like to enter. You can also add additional categories after you start an entry - scroll up to the top and click "add to more categories". You will need to adapt the entry form based on the category definition and pay the entry fee for each category entered. Discounts will be applied to additional categories entered.

By default, your answers will carry over to all selected categories. Use the Multi-Category "Show/Hide" button in the portal to choose which categories should receive customised answers, allowing you to tailor your case to the specific category requirements.

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

INDUSTRY CATEGORIES

These recognise marketing for brands and businesses operating in a particular industry - there is a representative list of industry categories to choose from. Category definitions provide guidance regarding the types of products/services that may enter that category.

SPECIALITY CATEGORIES

These are designed to address a specific business situation or challenge. 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 the category definitions to ensure your entry meets the criteria. Judges will down score your entry if you are missing required information.

If you're unsure what category best fits your entry, please email effieuk@effie.org

Category Overview

Category definitions can be [found in the appendix](#) at the back of this entry kit.

INDUSTRY	SPECIALITY
<ul style="list-style-type: none"> • Automotive • Beauty & Personal Care • Beverages • Culture & the Arts • Delivery Services • Education & Training • Electronics • Fashion & Accessories • Finance • Food • Gaming & E-Sports • Government, Public Service & NGOs • Health & Wellness • Hobbies and Recreation • Home Goods & Services • Internet, Telecoms & Utilities • Media & Entertainment Companies • Pet care • Professional Services • Restaurants • Retail • Software • Sports • Travel, Transport & Tourism 	<p>Business Achievement</p> <ul style="list-style-type: none"> • Corporate Reputation • Challenger Brand Solution • Crisis Response/Critical Pivot • Marketing Disruptors • New Product/Service Introductions and Line Extensions • Product or Service Innovation • Renaissance • Small budgets • Sustained Success <p>Calendar/Time</p> <ul style="list-style-type: none"> • Seasonal Marketing • Timely Opportunity • Topical Marketing <p>Digital</p> <ul style="list-style-type: none"> • Artificial Intelligence • Direct to Consumer • Influencer & Content creator marketing • Performance Marketing • Social media

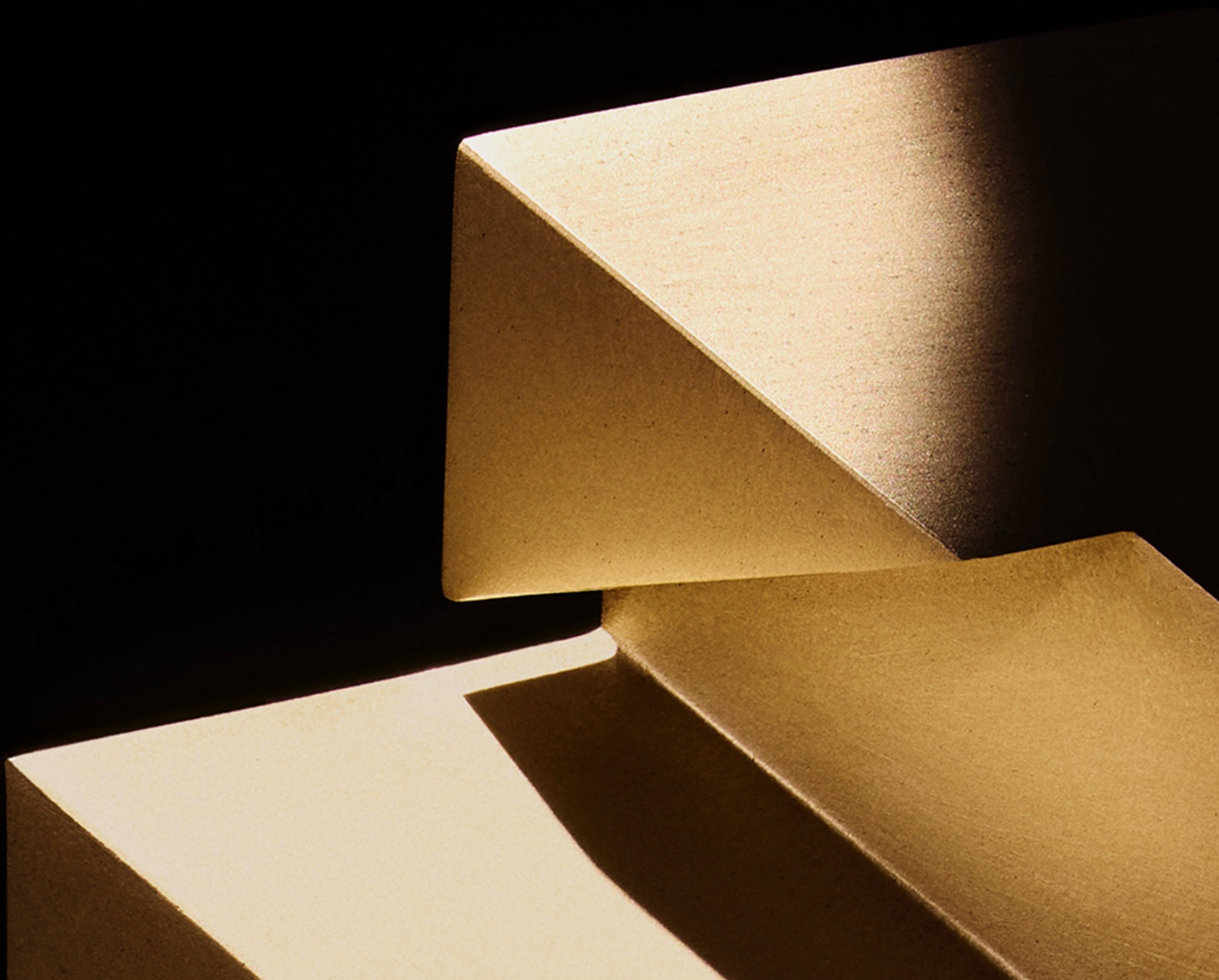
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SPECIALITY (cont.)	
	<p>Media</p> <ul style="list-style-type: none">• Media Strategy & Idea• Partnerships & Sponsorships• Media Innovation• Experiential Marketing <p>Positive Change</p> <ul style="list-style-type: none">• Social Good - Brands• Social Good - Non-Profit <p>Precision Targeting</p> <ul style="list-style-type: none">• Business-to-Business• Youth Marketing <p>Other Speciality</p> <ul style="list-style-type: none">• Behavioural Science• Commerce & Shopper



How to complete the entry form



Entry Form Overview

The written Entry Form has three sections:

1. Entry details and Executive Summary to set the stage of your entry.
2. Full written case. This is where you tell your marketing story from beginning to end across the four pillars of the Effie framework, listed below. It is important to have a coherent storytelling through the entire entry.

Section 1: Challenge, Context & Objectives (23.3% of score)

Section 2: Insights & Strategy (23.3% of score)

Section 3: Bringing the Strategy & Idea to Life (23.3 % of score)

Section 4: Results (30% of score)

3. Investment overview (an outline of what you spent and where, i.e. topline budgets for development/production and activation/media)

The next few pages give an overview of each of the four pillars of the Effie framework to explain what's required for each section.

1. Challenge, Context and Objectives

This section lays the foundation of your case. If it's weak your whole entry will suffer, because it's key to understanding how big your idea was and how impressive the results were. 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. They 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.

Reminder: Judges might not be familiar with your brand's industry, so try to avoid jargon or acronyms.

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 behaviour 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 - only 1 is required.
- **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 - only 1 is required..

CATEGORY-SPECIFIC GUIDANCE

- **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.



2. Insights & Strategy

This section asks you to explain the strategic thinking that enabled you to pivot from the challenge to your results.

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 behaviours, etc.

QUESTION 2B

Outline your key insight(s) and how your audience's behaviours 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 and idea and can include one or more of the following:

- Any non-data insights (e.g. behaviour 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 behaviour.
- 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 optimised or changed your strategy based on real-time performance.
- **Sustained Success Cases:** It's important to include change over time.



3. 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 relates 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.

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.

KEY VISUAL

You have the option to upload a single image to accompany your explanation, to show how you brought your strategy and idea to life. It could be a media plan, a marketing mix visual, a flowchart, a calendar, a storyboard, etc.



4. Results

Tie together the story of how your work drove the results. This section is key for a winning entry and accounts for 30% of the overall score to reflect its importance. 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.

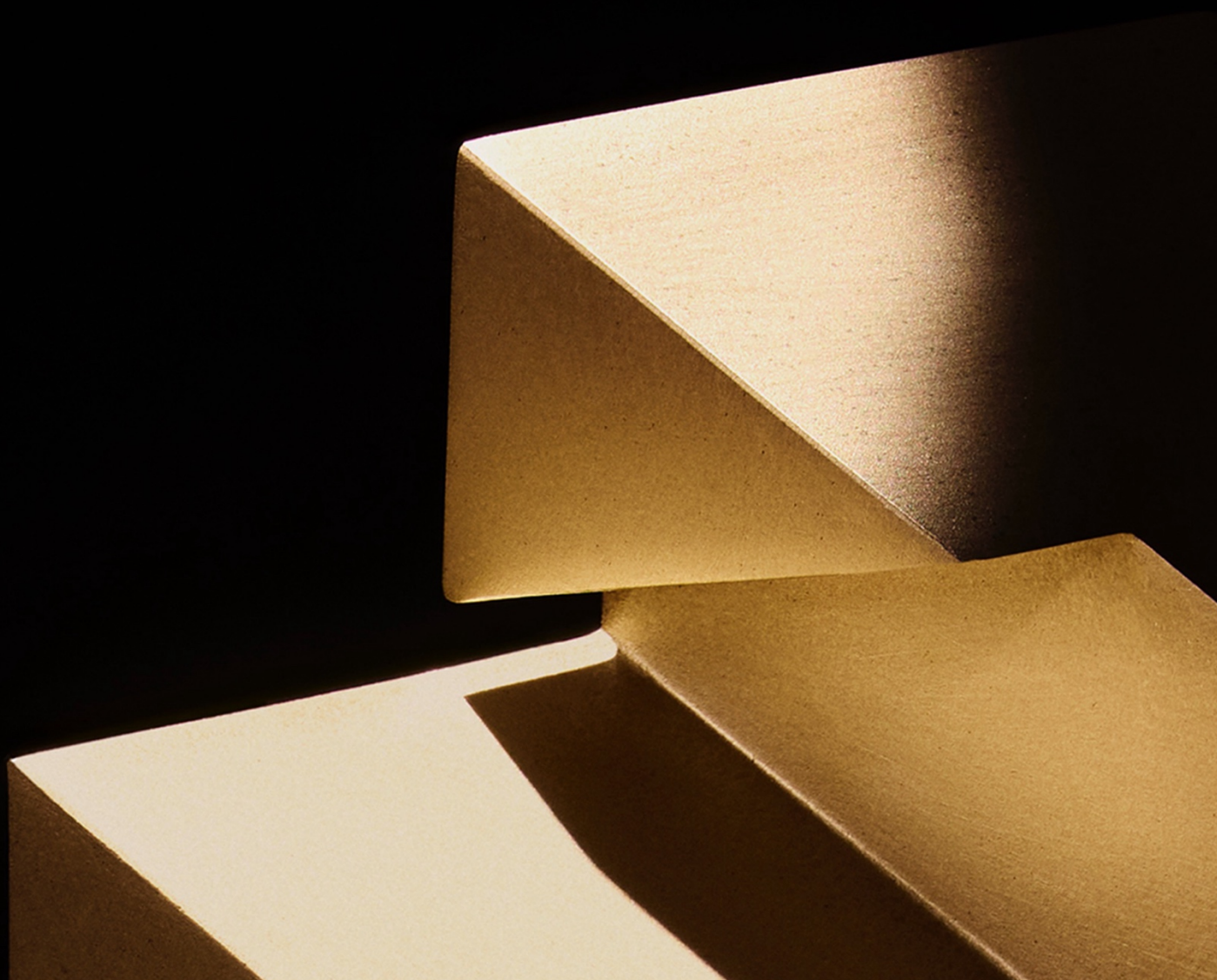
QUESTION 4B

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.

When this section is not addressed thoroughly, judges may attribute the campaign's success to other factors.



**How to make sure
your entry stays
within the guidelines**



Your Entry: Requirements

The following could result in disqualification and loss of entry fees:

Failing to adhere to the eligibility rules. Data presented must be isolated to the United Kingdom and work must have run at some point between 1/7/24 and 31/12/25. 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 should be submitted. See [the Eligibility section](#) for further details & special exceptions.

Entry does not meet category definition requirements. Entries are judged based on their effectiveness within the entered category.

Agency names/logos included 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.

Note: It is fine for the agency name to appear in an entry in situations where: the agency is the brand for the entered case, or the agency name appears in the creative work that ran publicly.

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 following "Sourcing Data" page for more information.

Directing Judges to External Websites. Entries are judged solely on the materials presented in the written entry and the creative examples supplied (creative reel + images). Entrants aren't 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 on the Entry Portal.

Violating Creative Example (creative 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.

N.B.

- i.** All entries will be checked manually between submission and judging to ensure that they comply with the requirements set out in this document. In addition to this, a cross-section of papers will be selected at random to have their data points and sources checked and validated. This is to ensure that the information provided by entrants is accurate.
- ii.** While AI tools may assist with drafting your Effie entry, submissions should reflect your authentic insights rather than being entirely AI-generated. Entries will be checked for plagiarism and Judges might mark down submissions that appear to be AI-generated.

Your Entry: Sourcing Data

All data, claims, facts, etc. included anywhere in the entry form should include a specific, verifiable source. This enables judges to confirm legitimacy of the source and to verify the data. Entries that do not source data will be disqualified.

On the entry portal, the entry form has a SOURCING box provided at the bottom of each scoring section for references/footnotes. This allows entrants to provide sourcing without word limit restrictions. Here's what you need to do:

1. At the end of a sentence which includes 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.

Judges cannot click on external websites when reviewing your entry, so if citing a website please also include key sourcing details (e.g. publication, article name, date). The URL is not a substitute for providing the additional details.

ADDITIONAL GUIDANCE

- Because of Effie's specific eligibility period, entrants are required to include the dates covered for all results data presented.
- All data must be included in your response to Sections 1-4 and Investment Overview. Entrants may not add additional information or explanation in the sourcing section. The sourcing sections should only be used to provide citation.
- Use the specific name of the company to reference a source except when the source is an agency (advertising, 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 and is not limited to the entering agency. For increased specificity, entrants are encouraged to list the type of agency when applicable, e.g. "PR Agency Research", "Media Agency Data", etc. As with all other sourcing, include any relevant citation information (type of research/data, dates covered, etc.). Research companies should be cited by name, and judges encourage third-party data when available.
- Effie Worldwide reserves the right to check all sources provided for accuracy.

We have created a note that you can use to explain to clients, working partners etc why you need data for your Effie paper. You can download it [here](#).



Your Entry: Creative Reel

Your creative work is scored as part of Scoring Section 3: *Bringing the Strategy & Idea to Life*, along with your answers to the questions in Section 3 and in the *Investment Overview* sections of the written Entry Form.

****New for 2026****

The focus of the reel should be the creative work for the entered case. You don't need to feature all of the activations selected in the touchpoints checklist (from the Investment Overview), only those integral to its success that are explained in your written case. Any set-up included in the reel (re: context, challenge) should not impede the judges' ability to have a clear understanding of the creative work as the audience would have experienced it.

At minimum, 70% of the reel should be spent showing the examples of creative work the audience experienced. **Judges review the creative reel after reading the written case.**

Entrants now have the option to include results in the creative reel. This offers the opportunity for richer, more comprehensive storytelling.

Updated description and guidance: Provide a 4-minute maximum reel (5 minutes for Sustained Success). The reel should show your integral creative work as the audience would have experienced it. You can provide explanation, including results, as long as it does not take time away from showing the work. Explanation and results are not required, and **any results included must also be in the written case.** Do not include any confidential information in the creative reel, as it will be shown publicly if your case is a finalist and/or winner, and edits cannot be made after submission.

MUST INCLUDE	DO NOT INCLUDE
<ul style="list-style-type: none"> • The original creative work for the entered case. • At least one complete example of each integral touchpoint, as it ran, to ensure that the judges can see the breadth of the work that you've described. It can be helpful to label each creative example by media type ("Outdoor", "Social", etc.) • Work over 60 seconds may be edited down for time, but entrants are encouraged to keep as close to the original as possible. • If showing multiple examples of a touchpoint (e.g. 3x TV spots), after you show one example in full, it's fine to edit down the additional examples for time. 	<ul style="list-style-type: none"> • Agency names, logos, images unless they were part of the creative work. • Competitor creative work or logos, unless competitor logos/work were included in your campaign materials. • Editing that will misconstrue what your audience saw (e.g. changing the audio during a TV spot). • Any confidential information, as creative reels will become public for finalists & winners.
SPECS	TALENT / LICENSING
<ul style="list-style-type: none"> • 1 creative reel per entry • 4 minutes maximum (Sustained Success entries can be 5 minutes) • 250 MB maximum file size • mp4 format • High Resolution: 16:9 at 1920x1080. • Do not include any agency names in the file name. • Sustained Success: Creative examples from three or more years are required, with labelling of the year/time period on the creative reel and images. 	<ul style="list-style-type: none"> • 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 and they do not cause confusion with or take time away from showing the integral creative work. • Effie honours effective marketing ideas and the successful teams (advertiser and agency) creating them. If your case is a finalist or winner, the creative work (reel and images) will be published.

Your Entry: Creative Images

Images of the Creative Work: at least 2 images are required; a maximum of 6 images are allowed.

When the judges have read your case and watched the reel, they'll review images of your work. The images uploaded should complement your reel and help the judges better evaluate the image-based 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'd like judges to have 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 element you wish to highlight

Technical Requirements:

- .jpg format
- High-res. 15 MB max
- It is helpful to label each creative example by media type ("Outdoor", "Social", etc.)
- Do not include agency names or logos on any creative materials you submit (including file names)
- **Sustained Success:** Indicate time period the work ran as part of the labeling.

Creative images will be shown publicly if your case is a finalist or winner, so please choose imagery that you feel represents your work in its best light.



Other Requirements: Publicity

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

- **LEAD AGENCY & CLIENT LOGOS**

Please provide current hi res company logos for the Lead Agency and Client. Logos are not required for companies designated as Contributing Companies. These will appear on screen at the Awards Gala if you're one of our winners, so please make sure the logos are current and hi res. Please supply logos that will work against a black background. Transparent versions are preferred.

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

- **CREATIVE EXAMPLES FROM JUDGING**

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



Other Requirements: Credits

Effie recognises the teamwork needed to create an effective case. You are required to credit all creative and strategic partners who meaningfully contributed to the work. Think carefully about your partners - clients; agencies (full service, media, digital, promo, PR, event, etc.), media owners; retailers; etc.

Client and 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 Authorisation Form, which can be downloaded in the entry portal after you have inputted 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 changes after submission require a £200 fee to cover additional admin and can only be accepted up to 5th September 2026. All credit requests will be reviewed and accepted at the discretion of Effie Worldwide and are not guaranteed.

The table below summarises the credits required/allowed:

COMPANY CREDITS	INDIVIDUAL CREDITS
<p>Lead Agency (1 Required, 2 Maximum) Client (1 Required, 2 Maximum) Contributing Companies (0 Required, 4 Maximum)</p> <p>CO-LEAD AGENCIES: You may credit a second Lead Agency, and they will be given equal recognition by Effie. 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.</p> <p>IN-HOUSE WORK: If you are an advertiser submitting in-house work, please list your company as both the Lead Agency and Client.</p> <p>Please confirm the spelling and formatting of other company names to ensure they'll receive proper credit in the Effie Index® and in all forms of publicity if your case is a finalist or winner.</p>	<p>Primary Individual Credits (0 Required, 10 Maximum) Secondary Individual Credits (0 Required, 30 Maximum)</p> <p>Primary Individual Credits will be used in situations where space is limited; otherwise, all individuals will be listed in the credits.</p> <p>Individuals credited on your case must be current or former employees of any one of the credited companies.</p>



Confidentiality & Publication

Updated Permissions Agreement: Our Competition Terms and associated permissions granted by entrants have been updated for 2026. Full details on publication, confidentiality and use of entry materials are available below and further details in the Effie Awards Authorisation Form (which contains our Competition Terms) - available in the [Entry Portal](#).

It is important that you read and understand this Form, which contains the Competition Terms of Entry, prior to submitting your entry to the Competition. All finalists and winners of the Competition are published as outlined below. Entrants can also select to have their non-finalist case published.

WRITTEN CASE

Effie stands for effectiveness in marketing, spotlighting marketing ideas that work and encouraging thoughtful dialogue about the drivers of marketing effectiveness. 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 honours of the year.** Effie wins help attract new talent, prove the importance of marketing in business, and strengthen agency-client relationships.

Finalists and Winners

We respect that entries may have information deemed confidential. Within the Entry Portal, entrants are asked to set the publishing permission for their written entry. Entrants select from the following options:

PUBLISH AS THE CASE WAS SUBMITTED	PUBLISH AN EDITED VERSION OF THE WRITTEN CASE
<p>If you're a finalist or a winner, you agree that your entry may be published as it was submitted and reproduced or displayed for educational purposes.</p>	<p>If you are a finalist or a winner, you can elect to submit an edited version of your case study for publication which may be reproduced or used by Effie as set out in the Effie Awards Authorisation Form. Any edits must adhere closely to the original entry. While you may redact sensitive data, you may not redact any section in its entirety, including results. You may redact sensitive data in the following sections only:</p> <p>1. <i>Challenge, Context & Objectives</i> and 4. <i>Results</i></p> <p>If the Edited written entry is not received within the stated timeframe, Effie reserves the right to publish the original written entry as submitted. Where an Edited Written Entry is provided, that version of the Entry will be the only version published and/or used publicly.</p>

NON-FINALISTS

Entries that are not finalists in the Competition may choose to have their entry materials published. Unless an entrant has granted Effie permission to use their non-finalist entry materials, these will be used in aggregate form only.

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 (effie.org, partner websites/publications), 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.

The 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.

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/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 and 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.

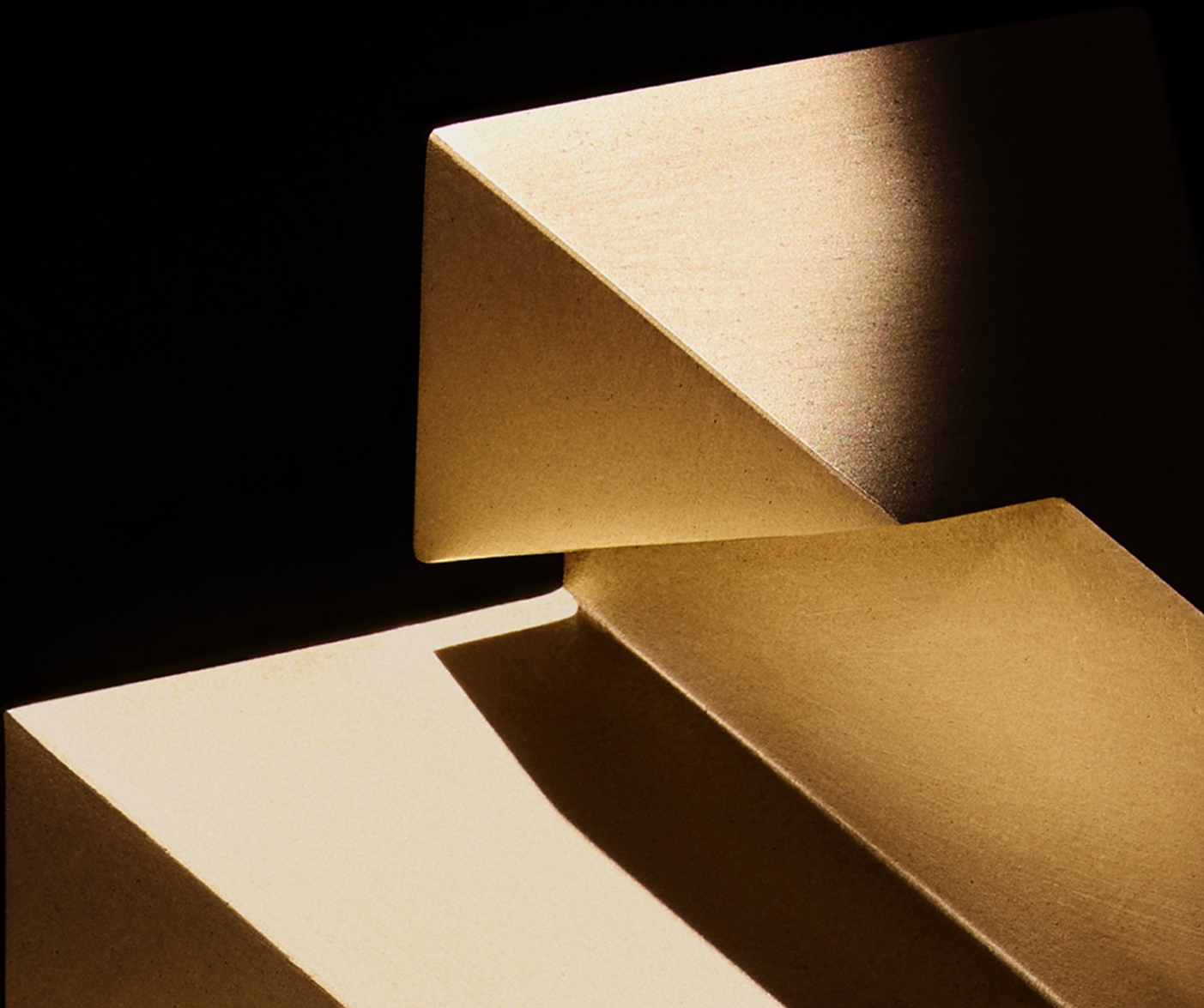
In extraordinary circumstances, Effie will review requests to submit an edited reel for publication. Such requests should be submitted to effieuk@effie.org if the case becomes a finalist, as non-finalist creative reels are only seen by judges and will not be published.

A note of reassurance

This year's eligibility period is 1st July 2024 to 31st December 2025, and the awards will be presented in November 2026. This delay may alleviate some of your concerns regarding sensitive data.



**What happens
next?**

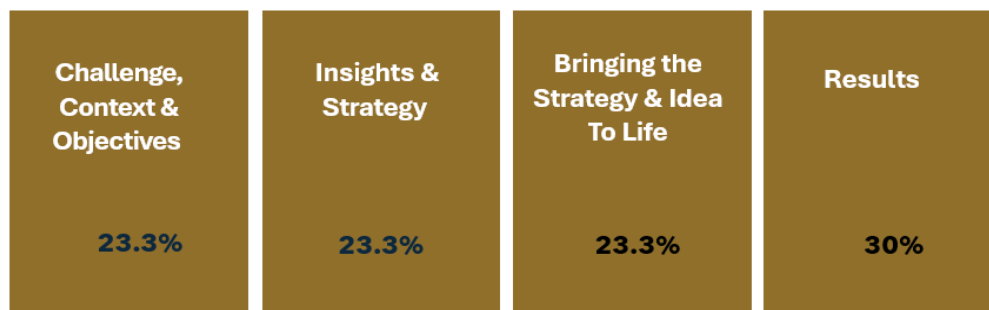


Judging

Your entry will be judged by some of the brightest and most experienced business leaders in the UK. 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 rounds: in both rounds, judges evaluate the written case and creative executions. Scoring is done anonymously and confidentially. Judges provide written feedback on each case for the entry's Insight Guide.

Judges are specifically matched with cases that do not prove a conflict of interest. For this reason, it is important that entrants provide market and category context to give judges a clear understanding of the category situation and explain the KPIs provided in the context of the category. In all rounds of judging, judges provide scores across the four pillars of the Effie 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 (see page 35 for details), so it's possible that a category may produce one or multiple winners of any level or perhaps no winners at all.

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.

In the UK we also award 3 Special prizes: *Brand of the Year* and *Agency of the Year* - to recognise the most effective client and agency organisations in the UK. And *Newcomer of the Year* - to celebrate first time entrants.

No additional work is required to enter these. For *Brand of the Year* and *Agency of the Year* cases will automatically be awarded points to reflect the level they achieve, and the brand and the agency with the most points overall will be revealed at the Awards Gala.

Level achieved	Points awarded
Gold award	24 points
Silver Award	12 Points
Bronze award	6 Points
Finalist	2 Points

Newcomer of the Year is awarded to the first-time entrant in this year's UK awards programme with the highest combined score from judges.

A few points to note about these Special awards:

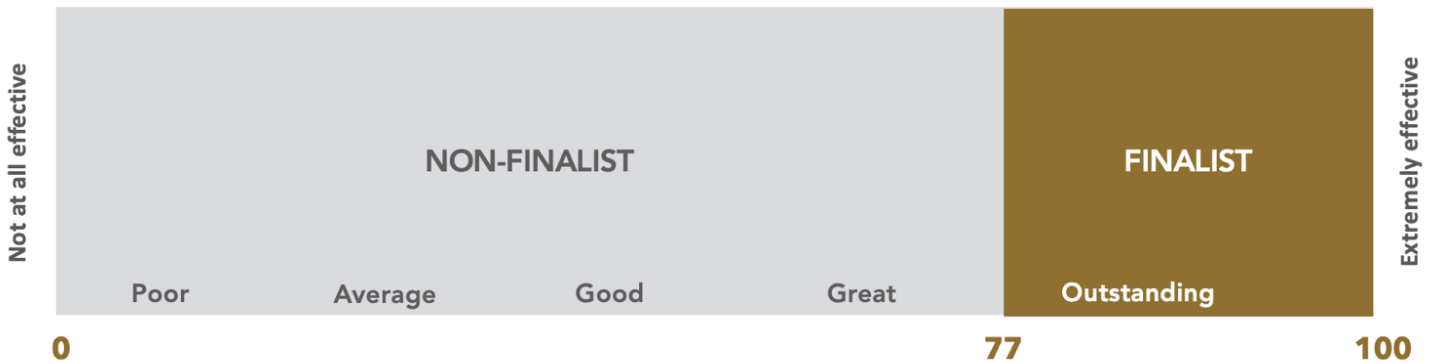
- They are not linked to the Effie Index in any way
- The Grand Award win is not included in the calculation
- In the event of a draw, the entrant with the highest number of cases that have reached Finalist level or above will be considered the winner

JUDGING ROUNDS IN MORE DETAIL

Round One Judging

Judges individually review approx. 5-6 cases across a range of categories. Due to the volume of entries reviewed by each judge, brevity is encouraged. Cases that achieve the benchmark minimum score become finalists and move on to Final Round Judging.

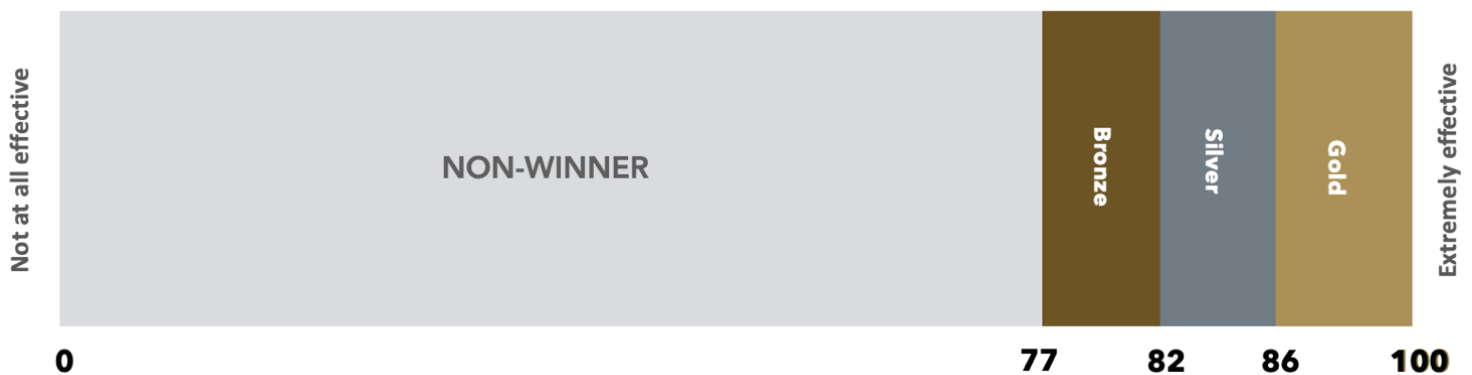
Scoring for Round 1 Judging - to identify finalists:



Round Two Judging

As for Round One, all elements of each case are reviewed and scored to identify winners (and award levels). Judges review approx. 4-5 cases each.

Scoring for Round 2 Judging - to identify winners:



The Grand Effie

The highest-scoring Gold Effie winners are eligible for the Grand Effie Award. The Grand Effie represents the single best case entered in a given year. As the Grand Jury is so 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 senior client and agency team members for judging. Participating as a judge is one of the most valuable ways to learn about the awards, understand how judging works, and experience our security and confidentiality rules firsthand. Previous judges have also said how much they've enjoyed the opportunity to discuss great work with fellow marketers from different disciplines.

To nominate a judge, please email us at effieuk@effie.org.

JUDGES' FEEDBACK

After this year's winners are announced, Insight Guides will be available for entrants. This is a report detailing the judges' feedback on your case and provides a more detailed understanding of your entry's scoring. The Insight Guide will help you to:

- Understand why your case achieved the level it did
- Improve your future entries. Whether a case is a winner or not, there are lessons to be learned from the feedback the judges provide.

Insight Guides can be ordered via the Entry Portal when you submit your paper, or afterwards.



If you win

WINNING AN EFFIE

Founded 57 years ago, the Effie Awards are a globally recognised symbol of outstanding achievement. Today, effectiveness matters more than ever and the role that you and your teams play is critical in delivering growth and supporting our community. The awards honour all types of effective marketing as well as the people who make it, promoting the best work being made today and building a legacy of brilliant thinking that will inspire marketers for years to come.

Finalist notifications will be sent in September 2026. These notifications will include additional information about how we will be celebrating their success. All winners and finalists will be recognised at the 2026 Effie UK Awards Celebration which will be held in London on 10th November 2026.

TROPHIES

A complimentary trophy is provided to each winning lead agency and client company (i.e. 2x trophies per award).

If your case is a finalist or winner, and you're interested in purchasing additional personalised trophies with your choice of credited company(ies) or individuals referenced, please contact us at effieuk@effie.org

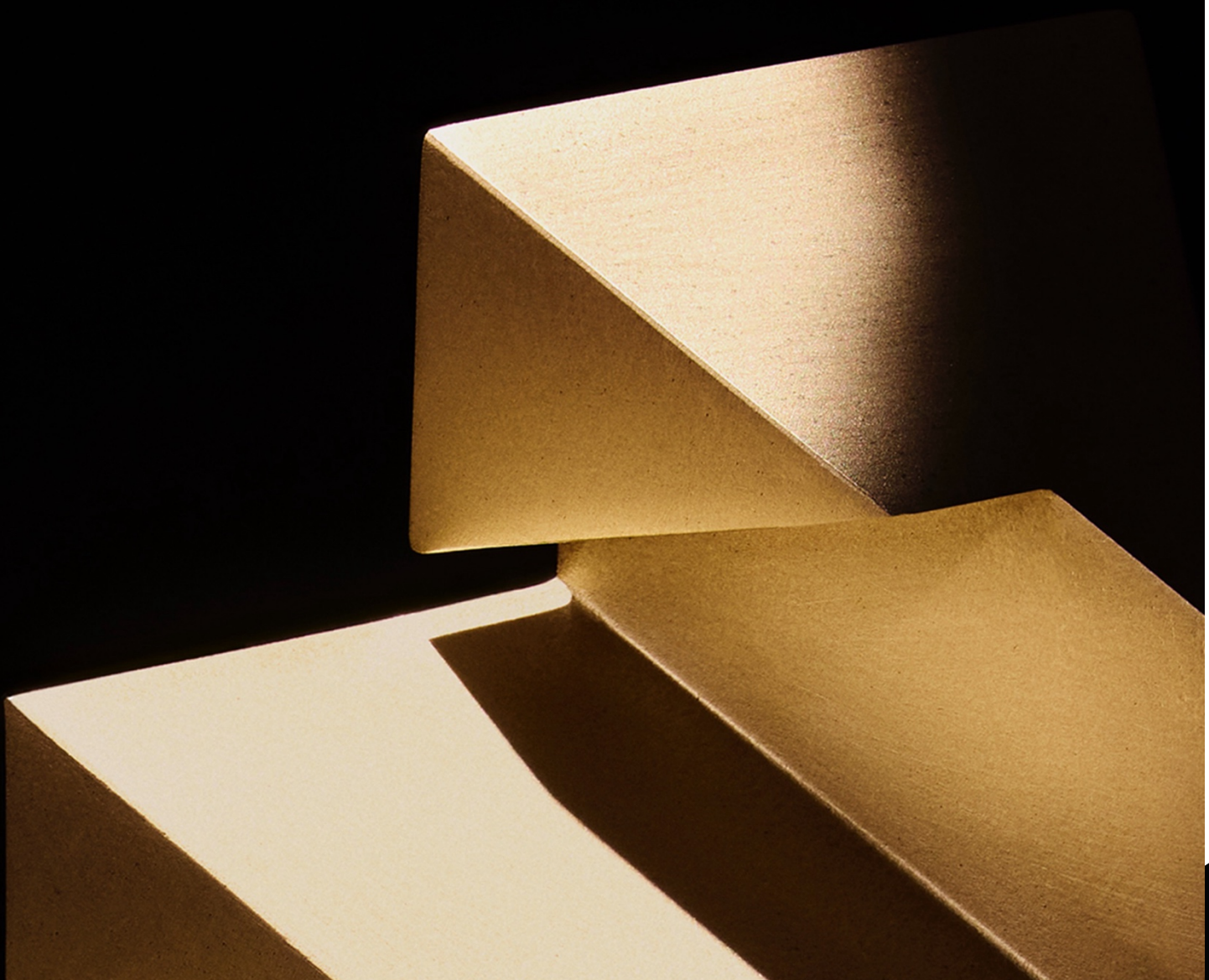
EFFIE INDEX

The Effie Index (effieindex.com), identifies and ranks the most effective agencies, marketers, brands, networks, and holding companies by analysing finalist and winner data from Effie Awards competitions around the world. Announced annually, it is the most comprehensive global ranking of marketing effectiveness.

If your case becomes a 2026 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.



Appendix



Category Definitions

INDUSTRY CATEGORIES

These categories recognise effective marketing for products and services for brands and businesses operating in a particular industry.

Automotive: Vehicles and aftermarket. Vehicles include cars, trucks, motorcycles, vans - both brand and model marketing. Aftermarket includes petrol, motor oil, tyres, batteries, paint, quick-lube, oil change, muffler, transmission, windshield wipers, enhancements, etc.

Beauty & Personal Care: Products and services focused on beauty, which includes cosmetics, fragrances, hair care, nail products, etc. and beauty services such as salons, spas, etc. This includes mainstream, niche and luxury products and services. Also includes personal care products such as soap, dental products, face & body lotions and cleansers, cotton swabs, deodorants, feminine hygiene products, razors, shaving cream, etc.

Beverages: Alcoholic as well as non-alcoholic drinks. Alcoholic beverages are beer, champagne, spirits, wine, wine coolers, after dinner drinks, etc. Non-alcoholic beverages are diet and non-diet sodas, coffee, tea, juices, squash, milk, milk substitutes, bottled water, sparkling water, energy drinks etc.

Culture & The Arts: Museums, plays, immersive performances, music organisations and festivals, concert series, cultural events, theatre festivals.

Delivery Services: Couriers, package/freight shipping, food & drink delivery, grocery delivery, flower/gift delivery, overnight delivery, package tracking, international service, etc.

Education & Training: Educational organisations and institutions, training programs, job/career sites, recruitment etc.

Electronics: TVs, radios, mobile devices, home entertainment, laptops, tablets, cameras, smart home devices, computer hardware, game consoles, drones, VR/AR technology, sound systems, etc. Electronic devices may be aimed at consumers or businesses.



Entertainment & Sports: All forms of entertainment, including movies, TV shows, podcasts, books, music, comics, games, toys, entertainment apps, etc. Also sporting events such as Wimbledon, Six Nations, the Ashes, sports teams, etc.

Fashion & Accessories: All clothing, accessories, jewellery, styling services, clothing rentals, etc. Also includes luxury fashion and accessories.

Finance: Financial products and services including overall corporate/brand image and capabilities of a financial institution, or specific products or services (including current and savings accounts, credit/debit cards, reward/loyalty cards, financial planning, mobile payment services, retirement funds, investment, home banking, loans, mortgage, mutual funds, insurance products, banking apps etc).

Food: Fresh, chilled, frozen and packaged; foods both regular and diet/light. Also includes snacks and desserts such as ice cream, confectionary, crisps, cakes and biscuits, bakery items, nut, fruit & vegetable snacks, popcorn, etc.

Gaming & E-Sports: All forms of e-sports and single and multi-player video games, including virtual reality, arcade, console, mobile, online and computer games.

Government, Public Service & NGOs: Local, regional and national government and its various departments - such as health, armed forces, transport etc; educational institutions/organisations; NGOs & charities sector; trade bodies and their efforts focusing on economic development, membership drives, recruitment drives, public good messages etc. Includes political messages and special interest/trade group marketing activity.

Health & Wellness: Health and wellness products and services (relating to both physical and mental health). They may be targeted to healthcare professionals, patients and/or consumers, or both. Includes products that are sold without a prescription which address specific health conditions ('Over-The-Counter'); products that are sold through a prescription; marketing developed for health services or healthcare professionals. Includes products and services that address a specific health condition and also products and services that promote a healthy lifestyle generally (e.g. digital health products, fitness trackers, health/fitness apps, exercise equipment, nutraceuticals, vitamins, energy bars and drinks, etc; fitness studios; weight loss and fitness programs/camps, training camps and facilities, etc).

Please note that there are separate categories for Beauty & Personal Care and Hobbies, Leisure & Recreation cases.



Hobbies, Leisure & Recreation. Products and services aimed at hobbies, leisure, and recreation - both in-person and online, including, but not limited to dating services/apps, wedding planning platforms, personal development/improvement programmes/apps, genetics/ancestry testing services, camping goods/services and other items/services intended for leisure activity.

Home Goods & Services. Furnishings & appliances, such as kitchen and laundry appliances, air conditioners, carpeting, furniture, decorator's supplies, paint, wallpaper. And also, household supplies & services, such as cleaning products, waxes, detergents, floor-care products, fabric softeners, paper products, domestic services, mowers, fertilisers, lawn care, gardening services.

Internet, Telecom & Utilities. Mobile network providers, high speed Internet access services, online services, portals, search engines, bundled communications (internet, telephone, and TV). Fixed telephone line providers. Utilities such as electricity, gas, alternative fuel.

Media & Entertainment Companies: TV networks, streaming services, websites (entertainment, lifestyle, news, trade, etc.), magazines, newspapers, consumer or trade media, radio stations, broadcasters, etc.

Pet Care: Animal care products and services of all types, including food, treats, toys, veterinary and boarding services, training, breeders.

Professional Services: Services such as accounting, consulting, legal, staffing, recruitment, property/real estate/estate agency, domestic and commercial services, etc.

Restaurants: Quick service, casual dining, mid-scale, fine dining, tablecloth, and any other restaurants.

Retail: All retail companies (online and/or brick and mortar) with general or specific merchandise such as department stores; clothing, shoes or jewellery stores; grocery stores; home and garden stores; movie/bookstores; discount/bulk retailers; pet care; toy stores; specialty stores; convenience stores. Also includes fashion brands & designers selling direct to consumer such as clothing, jewellery, handbag, accessories, shoes, eyewear designers. Includes mainstream, niche and luxury retailers.

Software: Software, groupware, operating systems, SaaS/IaaS, and Cloud based services, software/apps stored locally on a computer/tablet/mobile device, etc

Sports: Celebrates work that effectively promotes sports-related content. Sports may include sporting events (e.g., Wimbledon, Olympics, World Cup), sports teams, leagues (e.g. F1, Champions League, NFL) and fan engagement initiatives.



Note: For campaigns focused on video games or e-sports, please refer to the Gaming & E-Sports category

Travel, Transport & Tourism. Air, train, bus, taxi, rideshare services, subway systems, bike/scooter shares, car rentals, ferries, etc. Cruises, hotels, resorts, amusement parks, travel websites and booking services, travel tours, tourism campaigns, etc.

SPECIALITY CATEGORIES

These recognise effective marketing for products and services for brands and businesses that has employed specialist tactics and/or channels to target and engage audiences and manages business challenges. These categories have been organised into groups, based on area of focus, to help entrants navigate the categories.

Business Achievement

Corporate Reputation. For cases that promote corporations, not exclusively their products, it might include sponsorships, image & identity and PR. In addition to presenting metrics related to reputation, entrants are encouraged to also address how these metrics relate to the corporation's business and/or brand, and why they are important.

Challenger Brand Solution: For smaller or emerging brands that are making inroads against big, established leaders, taking on "sleeping giants," or moving into a new product/service field beyond their current category and set of competitors to tackle a dominant leader. (Challenger brands are defined as having less than 15% of branded market share in the product/service category.) Entrants must detail the business challenge, the competitive landscape, and how their business succeeded despite the odds. Requirements include a definition of the competitive landscape, including the market difference between the entered brand and its top competitors to demonstrate why this brand is a challenger.

Note: Judges will deduct points from the case if sufficiently proof that the brand is appropriately classified as a challenger brand is not included.

Crisis Response/Critical Pivot: Recognises brands that successfully navigated significant structural and cultural shifts or moments of crisis (e.g., pandemic, social justice movements, political events) by effectively pivoting their marketing strategy or business activities. Entrants must clearly identify the pivot and explain how the messaging, campaign, production approach, or go-to-market strategy was adapted. Examples can include a pivot in positioning, a change in portfolio management, a digital acceleration, etc.



Marketing Disruptors: For activity that grew the business/brand by changing the marketing model in ways that drive the industry forward. A marketing disruptor of any size can enter. Detail the marketing challenge, the competitive landscape, and how the brand succeeded by changing the existing marketing model for the brand/category. Note: Judges will deduct from the case without clear articulation regarding how the marketing was disruptive for the brand/category.

New Product or Service Introductions and Line Extensions: For any marketing case used to introduce an entirely new product or service, or a new extension of an existing product or service. Effie defines line extension as:

- Any variation of an existing product that shares the same brand name and is in the same category as the existing product, and shares the same characteristics as the parent but offers new benefit (flavour, size, package, type, etc.)
- A derivative product that adds or modifies features without significantly changing the price
- Products that bear the same brand name and offer the consumer varied options (e.g. Diet version of drink)

Product or Service Innovation: Recognises innovation and development of the product, service, or business that has had an exceptionally positive impact on the market position. Examples of eligible activities in this category include product/service innovation; change in packaging, both in terms of its appearance and size; design, technology or UX innovation for the business, product or service; consumer involvement in product development; operation change, etc.

Renaissance. For 'rebirth' cases. To enter, your brand must have experienced a downturn of several years and a period of at least six months of upturned sales. The work being entered needs to have been the driver of renaissance, perhaps via a re-positioning or an alternative strategic approach. Entrants must detail the business challenge, the situation of the brand, the competitive landscape and how the activity drove success.

Note: Your entry must include the previous marketing investment and strategy as part of the context. Also, please provide details about the duration of the renaissance.

Small Budgets. Cases eligible for this category must represent the only marketing for this brand during the qualifying time period. To be eligible, an entry may not be for a line extension, a sub brand, or have an overarching brand campaign to support it. The value of donated and non-traditional media, as well as activation costs, must be included. This category is all about what you were able to achieve with a small media budget, rather than small production and creative budget. Budget eligibility is as follows:



- Local activity: £50,000 or less
- Regional activity: £200,000 or less
- National activity: £500,00 or less

Sustained Success*. Product or service marketing activity that has delivered sustained success for at least three years is eligible for entry. At a minimum, you must include at least three years of creative work and case results, which must include the current Effie Award eligibility time period. Work must have a common objective in both strategy and creative executions; with a continuation of core executional elements (e.g., spokesperson, song, theme, tagline, etc.) that demonstrates effectiveness over time. As part of your entry, specifically address how the work evolved over time (e.g. media choices, targeting, insights, new products/services, etc.). Answer all questions for the initial year and describe how/why change occurred over time.

You have a choice of 2 sub-categories: *Sustained Success - Products* or *Sustained Success - Services*.

***A separate entry form and different creative requirements are required for the Sustained Success category.**

Calendar/Time

Seasonal Marketing. Honours work that effectively capitalised on a season, holiday or cultural event - key moments in the British annual calendar - to drive results for their business. Seasons, holidays and events allow marketers the opportunity to build strategic marketing activity based on the time-based interests of their target audience. Examples of key seasonal events are Christmas, Easter, Mother's Day, Father's Day, Valentine's Day.

Timely Opportunity: Spotlights activity that was able to generate desired results as a direct outcome from a single significant moment of activity. Cases should show how the brand or product/service was put in an intensely bright spotlight to create immediate, measurable, unexpected, and unconventional impact. The best examples include live experiences, moments, stunts, and tactics, online and offline, perhaps amplified through PR, social media, digital engagement, or even the use of content created in the moment to fuel paid campaigns.

Topical Marketing. For cases that effectively leveraged immediate relevance, interest or importance via a targeted marketing strategy around current events (e.g. elections, World Cup, Olympics, economics, etc.). Annual events should enter the Seasonal Marketing category.

Digital

Artificial Intelligence. Recognises campaigns and initiatives where AI was leveraged as a pivotal tool to achieve specific business goals, whether it be enhancing customer engagement, optimising operations, increasing sales, or any other measurable objective. Entrants must provide clear evidence of how AI was integrated into their strategy and demonstrate the tangible impact it had on their business growth and desired results. This includes detailed metrics, analytics, and any other relevant data that highlight the effectiveness of the AI implementation. The judges will be looking for entries that not only display creativity and technical proficiency but also a profound understanding of how AI can be harnessed to produce real, quantifiable success.

Direct-to-Consumer: For effective marketing from direct-to-consumer businesses. DTC efforts for any type of product or service, from any marketplace segment, are eligible.

Influencer and Content Creator Marketing: Recognises brands that successfully partnered with influencers and/or Content Creators to achieve short or long-term marketing goals. Influencers can range from micro to macro and include social media personalities, brand ambassadors, bloggers. Entrants must clearly define the strategy, target audience, and explain why the influencer was chosen. Highlight how the influencer or content creator engaged the audience, influenced consumer behaviour, and contributed to the brand's success by driving measurable business results.

Performance Marketing. Celebrates the most impactful performance marketing strategies, where a combination of tactics generated significant, incremental results and conversions. Describe how you leveraged the synergy between your organic and paid ecosystems to create a halo effect, using data-driven insights, agile testing, and continuous optimisation. Your submission should be performance-led, demonstrating how approaches such as (but not limited to) affiliate marketing, paid search, SEO, email campaigns, personalisation at scale, influencer or sponsored content directly drove measurable outcomes like increased revenue or leads.

***A separate entry form and different creative requirements are required for the Performance Marketing category.**

Social Media. Celebrates campaigns designed around social media as the primary touchpoint, leveraging its influence to engage connected consumers. Focus on campaigns where social media was the core idea, not just an element - judges are looking for marketing that begins with a social idea, as opposed to advertising or integrated campaigns with a social media element. You will need a clear rationale for why

social was the right way to tackle the brief, and evidence of how social activity measurably and materially drove the commercial result. It's not enough to count the number of impressions, likes or shares; you will need to measure and prove the commercial value of social through the direct effect it had on audience behaviour or perceptions and demonstrate correlation with the achieved business results.

Media

Experiential Marketing: For brand experiences beyond traditional advertising - work that truly brought a brand or product to life and interacted with a specific audience to achieve desired objectives should be entered. It may include a re-invented product demo, re-imagined pop-up, or a "brick and mortar" retail overhaul; it may have created a new game, an alternate or virtual reality experience, or an interactive/immersive film experience that effectively showcases a new product or brand personality. Award winners will show how the brand is reaching out to their audiences to establish meaningful relationships, memorable, engaging experiences, and unique connections. Entrants must address how the experiential marketing related back to the overall brand strategy. Judges will expect to understand the 'participation' in the experience as a core factor.

Media Innovation: Showcases those who had the insight and creativity to change the way a particular media channel is consumed, or to create a new channel. The award will go to brands who reached out of the conventional approach to grab their audience and effectively engage with them. Whether the effort was one execution or multiple, and/or used one engagement channel or multiple - the work must represent new and creative usage of a media channels we know or have not yet met. All entries must specifically address what was innovative and the results achieved. Address the category situation and provide clear articulation of how the media was used innovatively and how the media strategy/plan optimised the results.

Media Strategy & Idea. Recognises cases driven by media thinking. The line between what constitutes a creative idea and a media idea is blurring, and there are occasions when the media idea drove the entire effort. While media can't exist without the content, this award is intended to recognise those cases that were led by the media thinking - where the integration of media and message led to success. The award honours media-led ideas that are powerful enough to become the genesis of the marketing program itself, to the extent that the program would not have been successful without the strategic media idea.

Partnerships & Sponsorships. For marketing activity centred around partnerships and/or sponsorships. Entrants are required to provide information on the nature of the partnership/collaboration/sponsorship



and the strategic rationale/fit behind it, as well as evidence that it was this partnership/sponsorship that led to effective results and delivered your objectives. The partnership/sponsorship can be part of a wider marketing programme or a standalone activity, and the entrant needs to make this clear in their entry.

Positive Change

In collaboration with the World Economic Forum.

The Positive Change Effie, reward and celebrate the brands and non-profits that are promoting the greater good through purpose-driven marketing.

The Positive Change: Social Good category celebrates cases with proven effectiveness in addressing a social problem or in expanding an existing programme in ways that benefit our society. This is about creating positive societal and cultural change, challenging the established status-quo and smashing accepted norms and stereotypes that create societal inequalities. Examples include initiatives that tackle food poverty, access to healthcare & education, creating a more diverse and inclusive society, creating equal opportunities at work and in wider society for all members of our society.

Any marketing that sets out to give back in some way for the greater good is eligible to enter. All marketing efforts, whether full campaigns or distinct elements within a campaign are eligible to enter, as long as measurable results exist.

You can enter your case into one of the following sub-categories:

Social Good - Brands: Recognises brands that are making the world a better place by using the power of their marketing platforms for good. This category celebrates for-profit brand efforts that effectively combined business goals with a social cause (health, education, community, family, etc) and successfully related that cause back to the company's overall brand strategy, resulting in positive business and social impact.

Social Good - Non-Profit: Recognises non-profit organisations and associations whose marketing has effectively driven positive change for society and successfully contributed back to the organisation's purpose. Campaigns must show measurable impact and proven results in support of the cause.



The Positive Change: Environmental category celebrates cases that have measurably shifted audience behaviour toward more environmentally sustainable choices, and/or grown demand for more sustainable products and services by incorporating environmentally-conscious messaging into their marketing. Winners of this award will need to demonstrate how effective marketing programmes that incorporate sustainable strategies can make a positive difference for brands *and* for the environment. Entries must have as one of their main strategic objectives changing audience behaviour towards more environmentally sustainable choices, and environmentally conscious messaging must be part of the marketing. Entrants should also address how the sustainability goal relates back to the overall brand and business strategy.

Judges will be looking for evidence of behaviour change toward more environmentally sustainable choices, with these elements being considered:

- Awareness - Making the audience aware of a sustainable product, service or action
- Trial - Trying the sustainable product, service or action for the first time
- Product/Service Substitution - Switching to a more sustainable product, service or action
- Change in Use - Using a product/service more sustainably than before or taking a more sustainable action

You can enter your case into one of the following sub-categories:

Environmental - Brands: Recognises brands with marketing programmes that have measurably shifted audience (B2B or B2C) behaviour toward more environmentally sustainable choices, and/or grown demand for more sustainable products and services by incorporating environmentally conscious messaging into their marketing.

Environmental - Non-Profit: Recognises non-profit organisations and associations with marketing programmes that have measurably shifted audience (B2B or B2C) behaviour toward more environmentally sustainable choices, grown demand for more sustainable products and services, and/or measurably drove positive impact for their cause by incorporating environmentally conscious messaging into their marketing

Precision Targeting

Business-to-Business: For marketing activity from businesses targeting other businesses. Business-to-business cases for any type of product or service from any marketplace segment are eligible to enter.

Youth Marketing: For work that effectively engages teens or young adults. Your entry should demonstrate how the campaign was crafted specifically for this audience and how it succeeded. Detail the elements and strategies tailored to the youth market, and explain how you addressed relevant dynamics, trends, values, and linguistic nuances that resonate with this demographic.

Other Speciality

Behavioural Science. For marketing activity inspired by behavioural science. To be eligible to enter into this category you need to provide specific details that your strategy was influenced by behavioural science. You need to explain clearly how you went about pinpointing the behavioural bias that was the inspiration behind your approach. Tell us what levers you used to then apply the learnings and insights from this behavioural bias to instigate or change an audience behaviour to your advantage to achieve your objectives.

Commerce & Shopper. Recognises the most effective integrated marketing activity designed to engage the shopper and guide the purchase process - online and/or in-store. Eligible cases include those for single or multiple brands, and/or for a category. All media channels are eligible for inclusion: mobile, digital, TV, video displays, magazines, social media, sampling programs, in-store signage and displays, etc. Entrants must show how the work effectively connected with the shopper, influenced them along the path to purchase, and inspired them to buy.

Community Management. Recognises the effective engagement of communities. Entrants will be brands that are creating content, experiences, platforms, news, etc. that get their communities to grow, engage, share and act. Entrants will need to state clearly how they managed the community, how they defined effectiveness around the community, what they specifically achieved, and why the engaged community was significant for the development of the brand/business.

Entry Portal guidance

Here are a few pointers to help you navigate Effie’s Entry Portal when uploading your entry, to save you time.

Entry Checklist

This is the first section of the entry form. It lists all the sections of the entry form and automatically updates to show which sections have been completed and which ones still need to be completed, so you can see at a glance what needs to be done. If you’re having problems progressing or submitting your entry it might be because it’s missing an answer. The Entry Checklist enables you to check this quickly.

Here’s where to find the Entry Checklist on your dashboard:

ENTRY CHECKLIST	ENTRY FORM ESSENTIALS	ENTRY DETAILS & EXECUTIVE SUMMARY		
SCORING SECTION 1: CHALLENGE, CONTEXT & OBJECTIVES		SCORING SECTION 2: INSIGHTS & STRATEGY		
SCORING SECTION 3: BRINGING THE STRATEGY & IDEA TO LIFE		SCORING SECTION 4: RESULTS	INVESTMENT OVERVIEW	
CREATIVE EXAMPLES	CASE BACKGROUND	COMPANY & INDIVIDUAL CREDITS	PERMISSION & AUTHORISATION	DOWNLOAD ENTRY

Here’s a screenshot showing part of the Entry Checklist indicating that one section of the entry has been completed (‘OK’) and some are awaiting completion (red type):

Explain the thinking that led you to your insight(s). Some insights come from research, data, and analytics. Others come from inspiration. Describe your insight(s) here. Did your insight(s) evolve over the course of your activity?	•	Up to 450 words allowed
What was the strategic idea or build followed from your insights that enabled you to pivot from challenge to solution for your brand and customer? If the strategic idea or build developed over the course of your activity (3 years +) tell us how.	•	Up to 350 words allowed
DATA SOURCES: Section 2	•	OK
SCORING SECTION 3: BRINGING THE STRATEGY & IDEA TO LIFE		
Describe the key elements of your plan that activated your strategy. Outline any components that were active in the effort e.g. CRM programme, SEM, display advertising, native advertising, affiliate marketing, new technologies (e.g. AI), customer experience, pricing changes as well as promotions and communications.	•	Up to 350 words allowed

If you’re submitting multiple entries for a single case, the Entry Checklist for each of your entries indicates which sections should be tailored for each category. Some sections are shared across entries (and therefore automatically pull through to each one), while other sections ask you to confirm if you wish to use the same content or provide a new answer. Entries that are tailored to the category definition score more highly.



Permission & Authorisation Form

This is the form that needs to be downloaded, signed (digital signatures are OK) and re-uploaded to the Entry Portal at the end of the entry process. This should be the last thing you do before submitting your entry. If you update your entry in any way after you've downloaded the Permission & Authorisation form, it invalidates the form, and it'll need to be downloaded, signed and uploaded again.

You'll find the form in the 'Permission & Authorisation section:

ENTRY CHECKLIST	ENTRY FORM ESSENTIALS	ENTRY DETAILS & EXECUTIVE SUMMARY		
SCORING SECTION 1: CHALLENGE, CONTEXT & OBJECTIVES		SCORING SECTION 2: INSIGHTS & STRATEGY		
SCORING SECTION 3: BRINGING THE STRATEGY & IDEA TO LIFE		SCORING SECTION 4: RESULTS	INVESTMENT OVERVIEW	
CREATIVE EXAMPLES	CASE BACKGROUND	COMPANY & INDIVIDUAL CREDITS	PERMISSION & AUTHORISATION	DOWNLOAD ENTRY

Submitting your entry and invoicing

Submitting your entry automatically locks it for editing and generates an invoice, so please don't click on 'Submit' until you're ready.

You'll be asked to check that the information included on the invoice is correct, i.e. entry details, company name, billing address, purchase order. We're not able to change invoices after they have been issued, so please take a moment to make sure everything is correct.

Compliance Checking your entry

After your entry has been submitted, it will be compliance-checked to ensure that it adheres to the eligibility guidelines set out in this document. If we spot any problems, you'll be notified with a message on the entry portal and given 1-2 days to respond. The relevant section/s of your entry will be unlocked to enable you to make the required changes.

Communicating with Effie via the Entry Portal

Although it is possible to message the Effie team via the entry portal, you'll get a quicker response if you email us on effieuk@effie.org (please note that we tend to be very busy on and around deadlines so might not be able to get back to you straight away).



Contact us

QUESTIONS ABOUT YOUR ENTRY

For any questions regarding the entry process, materials, categories, rules, etc., don't hesitate to contact our team at effieuk@effie.org

CASE LIBRARY & SUBSCRIPTIONS

The purpose of the Case Library is to educate about effective marketing and to showcase the companies and individuals creating effective work to enhance learning in our industry. Take a look at what the Effie Case Library has to offer [here](#). For more information email our team on subscriptions@effie.org.

JUDGING

We welcome nominations for senior marketers across the industry for judging. Participating as a judge is one of the most valuable ways to learn about the awards, understand how judging works, and confidentiality rules firsthand. To nominate a judge, or for questions about the judging process, email effieuk@effie.org.

EFFIE INDEX

The Effie Index identifies and ranks the most effective agencies, marketers, brands, networks, and holding companies by analysing finalist and winner data from Effie Award competitions around the world. Announced annually, it is the most comprehensive global ranking of marketing effectiveness. For more information email us at index@effie.org

ACADEMY

Effie Academy provides marketers with the tools and support they need to adapt, grow and stay relevant. The rigor and proven effectiveness of our Effie Framework is the foundation for all training programs, providing the most progressive training for individuals and businesses. Our programs mix theoretical and hands-on learning by combining data from more than 10,000 cases with our network of top industry leaders to deliver peerless training programs for marketers at every stage of their career.

From self-directed to team training, Effie offers flexible options to build your culture of effectiveness. Contact Beccy Roberts on beccy@effie.org to find out more.

**Best of luck in the
competition!**

