



Entry Number

- 1. Brand Name
- 2. Product / Service Type or Description
- 3. Title
- 4. Category for this Entry

You have up to seven pages to tell your story (including this page). You may use as much or as little space as you wish for each question, so long as your total written case does not exceed seven pages. Directions appearing with each question must not to be deleted from the completed case, they serve as a guide for both entrants and judges. Answers must be 10-point font or higher and all data must include a specific, verifiable source. Refer to the Effie Instruction Kit for guidelines on properly sourcing your data. Data without a source will result in entry disqualification. **Do not include any Agency names (Ad, Media, Other) anywhere in the entry form.** Answer every question or indicate "not applicable" and define your target audience in the entry. Any unanswered question will result in entry disqualification. Please do not delete any questions. Type your answers in the grey toned area (can expand upto 7 pages maximum with questions.)

**5a. What was the strategic communications challenge?**

Define success in your category. What was going on? Provide information on the category, marketplace, company, competitive environment, target audience and/or the product /service that created your challenge and your response to it.

**5b. What were your objectives? State specific goals.**

Your entry may have one or all of the following objectives: A. Quantifiable, B. Behavioral, C. Perceptual/ Attitudinal. Give specific goals for all of these if all apply to your case. Provide a % or # for all goals. If you do not have a specific type of objective (e.g. no quantifiable objectives), state this in the entry form and explain why and why the objectives you do have are significant and challenging in the context of your category, etc. You must provide benchmark and context for your goals versus year prior and in context of competitive landscape and category. Explain: What was the behavioral or perceptual/ attitudinal response you were looking for in the context of your competition and category? Examples: to meet a concrete share or sales target; to obtain a specific behavioral response, to modify existing brand perceptions, to establish new product awareness.

**5c. Total Media Expenditures**

Include value of donated media and non-traditional paid media. Check one.

- Under LKR 1 M
- LKR 1 -2 M
- LKR 2 - 5 M
- LKR 5 - 10 M
- LKR 2 - 5 M
- LKR 2 - 5 M
- LKR 10 - 20 M
- LKR 20 million and over

**6a. What was your big idea?**

What was the idea that drove your effort? The idea should not be your execution or tagline. State in **one sentence.**

**6b. How did you arrive at the big idea?**

Was your idea driven by a consumer insight or channel insight or marketplace / brand opportunity? Explain how it originated and how the big idea addressed the challenge.

**7a. How did you bring the idea to life?**

Describe and provide rationale for your communications **strategy** that brings the idea to life, as born from the insights and strategic challenge described above. How did your **creative and media strategies** work together?

Describe the channels you selected/why selected, justify the work and demonstrate how your idea addresses your challenge. How did the channels work together? All creative materials submitted on the 4-minute creative reel should exemplify the rationale described in this section.

**7b. How did you bring it to life? (communications touch points)** Check all that apply.

Indicate below **all** consumer communications touch points used in this case. You must provide detail in your written case and show on the 4-minute video at least one example of each communication touch point you mark below which was integral to the effort's success. For example, if you mark 30 boxes below and 10 were what drove the results and what you discuss in your entry form as integral to the effort, those 10 must be featured on the 4-minute video.

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| <input type="checkbox"/> <b>TV</b><br><input type="checkbox"/> Spots<br><input type="checkbox"/> Branded Content<br><input type="checkbox"/> Sponsorship<br><input type="checkbox"/> Product placement<br><input type="checkbox"/> <b>Radio</b><br><input type="checkbox"/> Spots<br><input type="checkbox"/> Merchandising<br><input type="checkbox"/> Program/content<br><input type="checkbox"/> <b>Print</b><br><input type="checkbox"/> Trade/Professional<br><input type="checkbox"/> Newspaper - print<br><input type="checkbox"/> Newspaper - digital<br><input type="checkbox"/> Magazine - print<br><input type="checkbox"/> Magazine - digital<br><input type="checkbox"/> Print partnership<br><input type="checkbox"/> <b>Direct</b><br><input type="checkbox"/> Mail<br><input type="checkbox"/> Email<br><input type="checkbox"/> <b>PR</b><br><input type="checkbox"/> <b>Events</b> | <input type="checkbox"/> <b>Packaging</b><br><input type="checkbox"/> <b>Product Design</b><br><input type="checkbox"/> <b>Cinema</b><br><input type="checkbox"/> <b>Interactive</b><br><input type="checkbox"/> Online Ads<br><input type="checkbox"/> Web site<br><input type="checkbox"/> Viral video<br><input type="checkbox"/> Video skins/bugs<br><input type="checkbox"/> Social Networking Sites<br><input type="checkbox"/> Podcasts<br><input type="checkbox"/> Gaming<br><input type="checkbox"/> Mobile Phone<br><input type="checkbox"/> Other<br><input type="checkbox"/> <b>OOH</b><br><input type="checkbox"/> Airport<br><input type="checkbox"/> Transit<br><input type="checkbox"/> Billboard<br><input type="checkbox"/> Place Based<br><input type="checkbox"/> Other<br><input type="checkbox"/> <b>Trade Shows</b><br><input type="checkbox"/> <b>Sponsorship</b> | <input type="checkbox"/> <b>Retail Experience</b><br><input type="checkbox"/> POP<br><input type="checkbox"/> Video<br><input type="checkbox"/> In-Store Merchandizing<br><input type="checkbox"/> Sales Promotion<br><input type="checkbox"/> Retailtainment<br><input type="checkbox"/> <b>Guerrilla</b><br><input type="checkbox"/> Street Teams<br><input type="checkbox"/> Tagging<br><input type="checkbox"/> Wraps<br><input type="checkbox"/> Buzz Marketing<br><input type="checkbox"/> Ambient Media<br><input type="checkbox"/> Sampling/Trial<br><input type="checkbox"/> <b>Consumer Involvement</b><br><input type="checkbox"/> WOM<br><input type="checkbox"/> Consumer Generated<br><input type="checkbox"/> Viral<br><input type="checkbox"/> <b>Other</b> |
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**7c. List all other marketing components used in this effort.**

You must explain in your entry the effect of the following:

- None
- Pricing Changes
- Couponing
- Leveraging Distribution
- Other

**8. How do you know it worked?**

Detail why you consider your effort a success. **Refer to your objectives** (results must relate directly to your objectives in 5b – restate them and provide results) and demonstrate how you met or exceeded those objectives using quantitative and behavioral metrics. Did your effort drive business? Did it drive awareness and consumer/business behavior? Use charts and data whenever possible. Explain what x% means in your category. For confidential information proof of performance may be indexed if desired.

Make sure you address every objective, whether fully achieved or not. Indicate why the results you have are significant in the context of your category, competition and product / service. Do not assume judges know what equals success in your category or where your product/service and budget was before the effort – explain.

**9. Anything else going on (whether or not you were involved) that might have helped drive results?**

Describe all other factors in the marketplace. Judges are industry executives - entries that omit pertinent information will be disqualified. You must answer this question or write "no other factors". Do not leave blank.