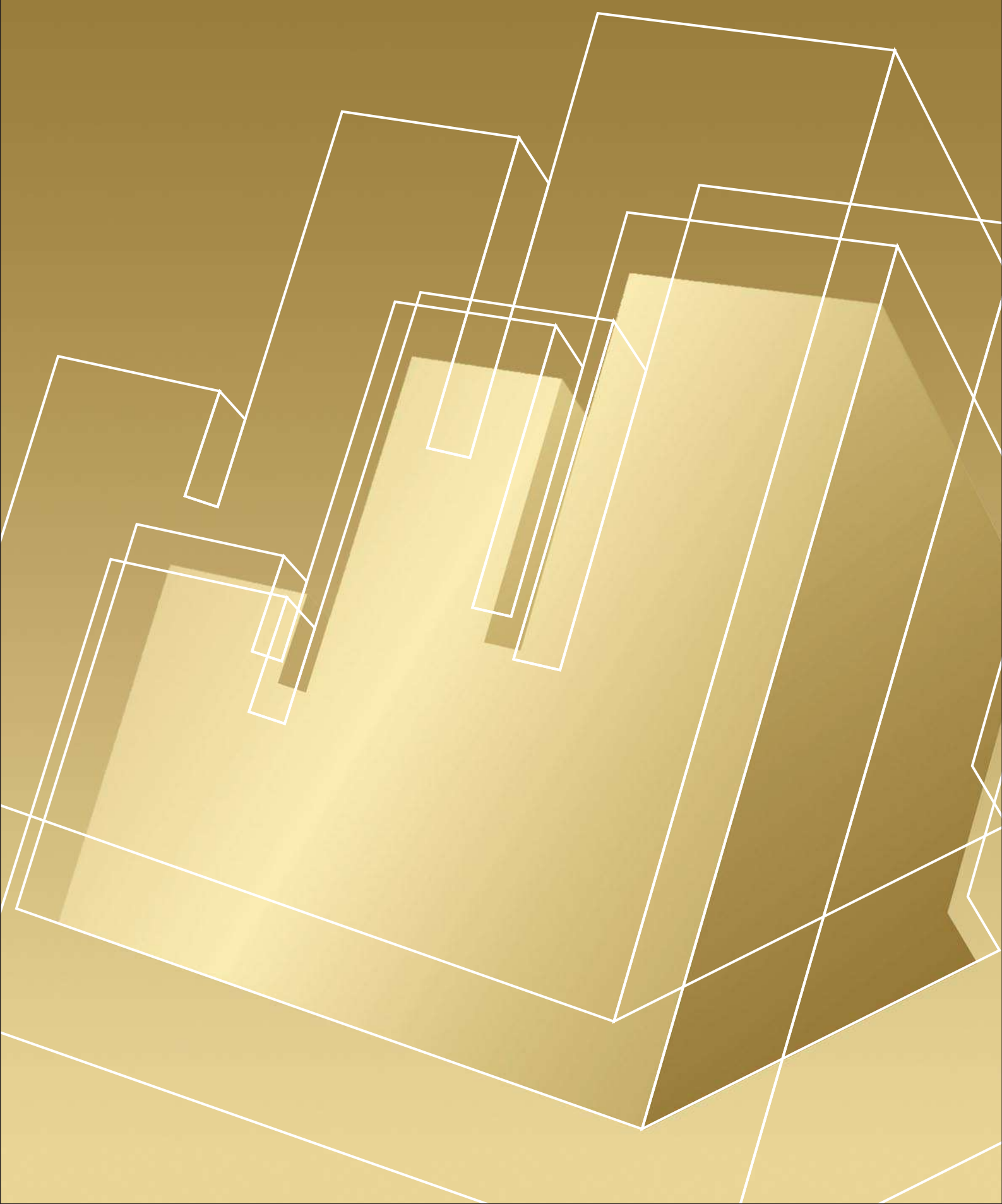


**effie**  
**awards**

**2011 HK4As EFFIE Awards  
Call for Entries**

**Deadline 5.00pm  
Wednesday, 13 April 2011**





Presented by  
The Association of Accredited Advertising  
Agencies of Hong Kong  
in association with  
The Hong Kong Advertisers Association



### **The Importance of EFFIE**

Introduced by the New York American Marketing Association in 1968, EFFIE has since become recognized by agencies and advertisers as the pre-eminent award in the advertising industry. It is the only award that honors campaigns that have delivered superior results in meeting the objectives they were design to achieve. In short, it focuses on effective advertising, advertising that works in the market place.

Winning an EFFIE is about meeting a challenge and succeeding. What makes a winning entry? Campaigns need to successfully combine all the disciplines that enter into a successful marketing program: planning, marketing research, media, creative and account management. **They must demonstrate a partnership between agency and client in the creation, management and building of a brand.**

From the far reaches of the globe, EFFIE programs are now held in 30 countries on five continents. EFFIE today represents the pinnacle of advertising effectiveness. In country after country, the EFFIE name is gaining prestige and is becoming the award in town. No other advertising award is so widely recognized- and coveted - in so many places.

### **Judging Process**

Entries are judged in one phase by the industry's top marketing and advertising management, creative and research professionals as well as academics.

Judges will review all cases with Brief and Creative Materials altogether.

Judges will review and score the effectiveness of a campaign in a way that recognizes and values the contribution of these components to marketplace results.

Entrants are encouraged to detail all the elements contributing to their campaign's effectiveness in their entry form as judges will be evaluating all of the elements and factoring them into their final score.

### **How to create an Effective Brief**

The focus of the EFFIE Awards is to identify campaigns that have met or surpassed their goals. The brief is the most important part of the entry because it illustrates the effectiveness of the campaign. An effective brief details the competitive environment, the campaign objectives and goals, and evidence of performance. It is the basis for judgment. Reviews of winning briefs have shown that they are clear, concise and logical. In our experience, winning briefs are:

#### **Direct**

They present their story in an easy-to-follow style with a minimum of hyperbole.

#### **Clear and easy to read**

Judges have disqualified entries they found to be exceptionally difficult to read, which included briefs that used smaller than 10-point type.

#### **Concise**

Use the space and pages provided in their standard form. Entries that include text that exceeds the spacing restrictions will be disqualified.

**Important Tips**

Please thoroughly review the entire Call for Entry.

- Complete each section of the Call for Entry. Do not leave any section blank. Entries will be disqualified if they fail to fill out the Call for Entry in its entirety.
- Make sure your campaign's results tie back to your stated objectives.
- Creative materials submitted must directly relate to your strategic objectives and results, as identified in the Brief of Effectiveness.
- Identify the competitive category framework. Do not assume that all judges have extensive knowledge of the category.

**Download  
the 2011 entry form at  
[www.aaa.com.hk](http://www.aaa.com.hk)**

**How to enter** The EFFIE Organizing Committee is dedicated to sharpening the Brief of Effectiveness parameters judging criteria, scoring and review process. As a result, certain changes may have been made to the 2011 program. Campaigns that do not adhere to the requirements stated in the Call for Entries will be disqualified and fees *will not* be refunded.

#### **Eligibility Requirements**

**Advertising campaigns that were launched between 1 January 2010 and 31 March 2011 are eligible for entry. The result achieved by the advertising campaign must attribute to the Hong Kong market directly.** Campaigns may have been introduced earlier but must have run during this period and have data relative to the qualifying time.

Entries must include at least one of the following media: Television, Radio, Print, Out-of-Home/ Outdoor Advertising/ Ambient Advertising, Interactive/ Digital Advertising, Direct Mail Piece, Point-of-Purchase Display or Guerilla and Experiential Marketing Activities. One or more of the media submitted must be the primary driver of the results stated in the evidence of results section of the brief, and have a proof of success in the Hong Kong market.

Entries for past EFFIE Awards are not eligible.

The briefs must be typewritten with a font size of no smaller than 10-point.



## Reasons for Disqualification

The following will result in disqualification and forfeiture of entry fees.

- Evidence of Results - All data presented in the Evidence of Results section *must* reference a specific source. This could be advertiser data, agency research or third party research companies. Agency names should *not* be mentioned. If your agency is the source of your research, reference “Agency Research”. We reserve the right to verify the accuracy of the data with the source named. Not referencing a source will result in disqualification.
- Agency name published in the Brief of Effectiveness or printed on creative materials - Agency name should be omitted from all materials that will be viewed by the judging panel. Agency name should *not appear anywhere* in the Brief of Effectiveness, including page 12. *Do not cite your agency name* as your reference source. If your agency is the source of your research, reference “Agency Research”.
- The inclusion of creative/pictorial elements in the brief - Logos and other creative/pictorials present in the Brief of Effectiveness will not be accepted. (Note: Graphs and charts displaying data are acceptable)
- Colour fonts - All text that appears in the Brief of Effectiveness *must* be in the standard black font. Coloured fonts will not be accepted, however, graphs and charts *can* be presented in colour.
- Handwritten briefs - All entries must be submitted in typeface, or they will be disqualified.
- Spacing guidelines ignored - All information *must* be submitted in the designated space provided. (Using the original PDF entry form)
- Incomplete Brief of Effectiveness - You *must* fill out every section of the Brief of Effectiveness.
- Missing Translation - Creative materials submitted for consideration that are not in the English language *must* include a translation.
- The Organizing Committee reserves the right to disqualify entries with incomplete information.
- The HK4As reserves the right to make adjustments of the rules as deemed necessary, and the final decision rests with the Organizer.

## **EFFIE Categories**

The product and service examples contained in the following 2011 EFFIE Awards Categories are intended as a guide for your campaign submission. The EFFIE Organizing Committee reserves the right to re-categorize campaigns and split/redefine categories if entries received in a particular category warrant such action. Campaigns not in the English language must be accompanied by a complete translation and all radio and television commercials *must* be subtitled into English to make judging possible.

There are 7 new categories under "Industry and Specialty" and they are complemented with description on p.8.

## **Categories**

### **Marketing Effectiveness**

1. Alcoholic Beverages / Non Alcoholic Beverages
2. Apparel
3. Automobile and Accessories / Petrol
4. Banking and Financial Services / Insurance
5. Corporate Image
6. Courier / Delivery Services
7. Fast Moving Consumer Goods (FMCG)  
e.g. • Packaged and Unpackaged Food Products
  - Confectionery / Snacks
  - Baby / Infant Products
  - Household Products
8. Furniture
9. Government Services / Non Profit Organizations or Activities
10. Health / Beauty / Personal / Hygienic Products
11. Media / Internet Services / Home Entertainment
12. Office / Computer Equipment / Electrical Appliances
13. Pharmaceuticals / Medical Care
14. Real Estate Agents / Real Estate Developments
15. Recreational / Leisure Facilities
16. Supermarkets / Restaurants / Fast Food / Shops and Stores
17. Telecommunications
18. Transportation
19. Travel / Tourism
20. Utilities

## **EFFIE Categories    Industry and Specialty**

### **21. The Brand Experience**

For works that brought a brand or product to life and interacted (both literally and virtually) with a specific target to achieve desired objectives through creating brand experience beyond traditional advertising.

### **22. David vs. Goliath**

For tiny, new or emerging brands making inroads against big, well-established leaders and/ or for established small brands taking on “sleeping giants”. The brand cannot be a sub-brand of a larger company.

### **23. GoodWorks**

For communications programs proven effective in addressing a social problem or in expanding an existing program in ways that benefit our society or our planet.

### **24. Small Budgets**

To acknowledge local efforts working with a budget of *HK\$ 0.5 million or less*, including sponsorships and non-traditional media expenses. It must represent the only communications for this brand during the qualifying time period. The entry may not be for a line extension, a sub brand, or have an overarching brand campaign to support it.

### **25. Sustained Success (2 years)**

Products or service communications efforts that have experienced sustained success for 2 years. Entries must have a common objective in both strategy and creative executions, with a continuation of core executional elements that demonstrates effectiveness over time.

### **26. Media Innovation**

For those who had the insight and creativity to change the way a particular media channel is consumed. The work must represent new and creative usage of the media channels we know and love, or have not yet met.

### **27. Media Idea**

To honor works led by media thinking which drives outstanding effectiveness. This is not about media buying efficiency. Entrants are expected to details how the media idea drove the entire campaign, relating the results with the role of the media idea.

You are required to submit 10 copies of pages (9, 10, 11 and 12) for each entry, copies one side only, stapled and collated. Please fill out all information below. Entries that neglect to complete every section will be disqualified. Please refer to the bottom of this page for additional information.

**1. Brand Name** \_\_\_\_\_ ( \_\_\_\_\_ ) in Chinese

**2. Product Type or Description** \_\_\_\_\_

**3. Category for this Entry** \_\_\_\_\_

**4. Campaign Title** \_\_\_\_\_ ( \_\_\_\_\_ ) in Chinese

(check all that apply) | | National | | Regional | | Local | | Non-English

**5. Marketing Challenge**

(Any mention of your agency name will result in disqualification)

**1. Brand name of product or service advertised**

Please list only the brand name or trade name of the product or service advertised. E.G., "Kleenex" not "Kleenex Brand Tissues"

**2. Product type or description**

Brief description indicating the kind of product or service advertised without using the brand name. "Facial Tissue" not "Kleenex Tissue".

**3. Category**

Indicate the category (see page 7-8) within which you think your campaign should be judged. The EFFIE Organizing Committee reserves the right to re-categorize campaigns.

**4. Campaign Title**

Please indicate the campaign title, not titles or individual commercials within the campaign. It should be the same on all pages.

**5. Marketing Challenge**

A concise description of the marketplace and the entry's role should be within that market. The description should briefly recap industry trends, the competitive environment and positioning. Cite sources wherever possible. If you are entering a campaign that is targeted to an ethnic market, identify the target audience and explain cultural nuances wherever applicable.

**Campaign Objectives**

State the specific goals for your campaign. 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.

**Target Audience**

Provide a target audience definition and rationale. To whom was the campaign directed? To which ethnic group, if any, was this campaign addressed? Why was this target selected? Provide an appropriate profile of the target.

**Creative Strategy**

Describe the strategy upon which the advertising is based. What was the message you wanted to communicate? Why was this message chosen? What insight about the target audience or marketplace led to this strategy?

**Media Strategy**

How did the media strategy and selection complement, integrate, enhance and/or reflect the campaign objectives and creative strategy? What was the media mix and weighting and why? Give some indication of the size of your media budget in relation to your competition and versus year prior.

**Media**

List all media used in this campaign, even those not included in the EFFIE entry materials.

|                          |                    |                          |                  |                          |                     |
|--------------------------|--------------------|--------------------------|------------------|--------------------------|---------------------|
| <input type="checkbox"/> | Television         | <input type="checkbox"/> | Radio            | <input type="checkbox"/> | Newspaper           |
| <input type="checkbox"/> | Consumer Magazine  | <input type="checkbox"/> | Out-of-Home      | <input type="checkbox"/> | Point-of-Purchase   |
| <input type="checkbox"/> | Sales Promotion    | <input type="checkbox"/> | Direct Mail      | <input type="checkbox"/> | Interactive/Digital |
| <input type="checkbox"/> | Trade/Professional | <input type="checkbox"/> | Public Relations | <input type="checkbox"/> | Other (specify)     |

Total Media Expenditures (HK\$): (check one)

|                          |                           |                          |                            |                          |                          |
|--------------------------|---------------------------|--------------------------|----------------------------|--------------------------|--------------------------|
| <input type="checkbox"/> | Under \$500 thousand      | <input type="checkbox"/> | \$500-\$999 thousand       | <input type="checkbox"/> | \$1 to under \$5 million |
| <input type="checkbox"/> | \$5 to under \$10 million | <input type="checkbox"/> | \$10 to under \$20 million | <input type="checkbox"/> | \$20 million and over    |

(Entries that fail to indicate media expenditures will be disqualified)

**Other Communications Programs**

List other communications programs implemented in conjunction with this campaign, e.g., couponing, sales promotion, public relations, sampling program, direct mail, point-of-purchase, etc. Indicate the extent to which any revised pricing, distribution or promotion programs affected the results of the campaign.

No other communications programs were used in connection with this Advertising Campaign.

### **Evidence of Results**

The evidence must relate directly to campaign objectives. If the objective was to increase sales, indicate sales response to the campaign. If the campaign attempted to bolster corporate image, how did your measures show this? You need not disclose confidential information. Proof of performance may be indexed if desired. Please be as specific as possible in documenting all evidence. Provide sources of data, research involved and the time period covered for the results provided.

**"Note:** All data presented here **must** cite the source (responsible research party) with date. This could be advertiser data, agency research or third-party research companies. We reserve the right to verify the accuracy of the data with the given source. However, the submitting Advertising agency name should **Not** be disclosed in the report. If your agency is the source of the research, reference "Agency Research" with the appropriate date. **Any deviation from this rule will result in disqualification.** "

## 2011 EFFIE Awards Campaign Summary & Credits

The information you give here may be published and/or appear on recognition certificates. Space has been provided for a second agency name and a second client name. The agency name and the client name listed here are considered final once received and will not be changed if agency and/or client experience a name change and/or merger after the entry deadline date. The information provided here will be published in the 2011 Awards Journal and may be edited for consistent publishing style purposes.

**Campaign Title** \_\_\_\_\_ ( \_\_\_\_\_ ) in Chinese

**Summary** will be published in the 2011 EFFIE Awards Journal, on the web site and for promotional purposes. In the space provided write at least three complete sentences summarizing the campaign and its goals. Indicate campaign objectives and how the evidence of results directly relates to those objectives. (About 100 words)

**Agency Credits** Please ensure that all names are spelled correctly. Limit (6) only. Do not include additional pages of credits as we will list only the first six names provided on this page. Space has been provided for a second name, if applicable.

|  |     |         |
|--|-----|---------|
| <b>Complete Agency Name</b> ( ) in Chinese |     |         |
| Address                                    |     |         |
| Phone                                      | Fax | Website |
| Name                                       |     | Title   |
| Name                                       |     | Title   |
| Name                                       |     | Title   |
| Name                                       |     | Title   |
| Name                                       |     | Title   |
| Name                                       |     | Title   |
| <b>Second Agency Name</b> ( ) in Chinese   |     |         |

**Client Credits** Please verify the correct spelling of all names. Limit (6) only. Do not include additional pages of credits as we will list only the names provided on this page. Space has been provided for a second client name, if applicable.

|   |     |         |
|---|-----|---------|
| <b>Complete Corporation Name</b> ( ) in Chinese |     |         |
| Address   |     |         |
| Phone   | Fax | Website |
| Name  |     | Title   |
| Name  |     | Title   |
| Name  |     | Title   |
| Name  |     | Title   |
| Name  |     | Title   |
| Name  |     | Title   |
| <b>Second Corporation Name</b> ( ) in Chinese   |     |         |

**Contact Person**

Brand Name of Product or Service \_\_\_\_\_

Campaign Title \_\_\_\_\_

Contact person for this Campaign \_\_\_\_\_ Title \_\_\_\_\_

Company Name \_\_\_\_\_ Telephone \_\_\_\_\_ Fax \_\_\_\_\_

Address \_\_\_\_\_

Contact person's email address \_\_\_\_\_

**Competitive Environment**

Please indicate your top three (3) competitors for this brand

1. \_\_\_\_\_ 2. \_\_\_\_\_ 3. \_\_\_\_\_

**Signature For Entry by Company Director from Agency and Client**

I certify on behalf of \_\_\_\_\_ and \_\_\_\_\_

Agency

Client Company

that the information submitted for this campaign is a true and accurate portrayal of the campaign's objectives and results, and the campaign ran between 1 January 2010 and 31 March 2011.

Entry constitutes permission to be included in a data set for The Association of Accredited Advertising Agencies of Hong Kong research purposes that do not breach confidentiality.

Signature of Agency \_\_\_\_\_ Signature of Client \_\_\_\_\_

Title \_\_\_\_\_ Title \_\_\_\_\_

Company \_\_\_\_\_ Company \_\_\_\_\_

Date \_\_\_\_\_ Date \_\_\_\_\_

**Payment**

For single payment for multiple campaigns, please attach a letter listing each campaign (Campaign Title and Brand) covered by the payment. For single payment for multiple campaigns, please attach a letter listing each campaign (Campaign Title and Brand) covered by the payment. The cost for each campaign submitted is **HK\$5,000 for HK4As members and HK\$6,000 for non HK4As members. Extra charge of HK\$2,000 per campaign will be charged for late entry.** Cheque should be made payable to "The Association of Accredited Advertising Agencies of Hong Kong".

Amount enclosed \_\_\_\_\_ Number of campaigns for this payment \_\_\_\_\_



**2011 EFFIE Awards Checklist**

|  | # of Executions (Limit 8 Boards, 1 Video) | Office Use Only |
|--|---|-----------------|
| <p><b>*Direct Mail Piece</b></p> <ul style="list-style-type: none"> <li>Each mailed unit constitutes a single item.</li> <li>Send one set of each example (Life Sample).</li> <li>Label the back of each example with brand name and campaign title.</li> <li>Digital images must also be supplied on PC compatible CD-ROM in the format of JPEG, 300dpi, CMYK and not larger than A4 size per image. Please name all images with the title of the entry.</li> <li>Please indicate title of commercial(s) submitted:</li> </ul> <p>Direct Mail Piece Title #1</p> <p>Direct Mail Piece Title #2</p> <p><b>Limit 2 examples.</b></p>  |   |                 |
| <p><b>* Point-of-Purchase Display</b></p> <ul style="list-style-type: none"> <li>One set of each photo/proof to be mounted on a maximum A2 size board.</li> <li>Label the back of board with brand name and campaign title.</li> <li>Digital images must also be supplied on PC compatible CD-ROM in the format of JPEG, 300dpi, CMYK and not larger than A4 size per image. Please name all images with the title of the entry.</li> <li>Please indicate title of commercial(s) submitted:</li> </ul> <p>Point-of-Purchase Title #1</p> <p>Point-of-Purchase Title #2</p> <p><b>Limit 2 examples. 1 board each.</b></p>   |   |                 |
| <p><b>* Guerilla and Experiential Marketing Activities</b></p> <ul style="list-style-type: none"> <li>One set of supported photographs for each activity to be mounted on a maximum A2 size board. No video allowed.</li> <li>Label the back of board with brand name and campaign title.</li> <li>Digital images must also be supplied on PC compatible CD-ROM in the format of JPEG, 300dpi, CMYK and not larger than A4 size per image. Please name all images with the title of the entry.</li> <li>Please indicate title of commercial(s) submitted:</li> </ul> <p>Guerilla / Marketing Activity Title #1</p> <p>Guerilla / Marketing Activity Title #2</p> <p><b>Limit 2 examples. 1 board each.</b></p> |   |                 |

| <b>Audio - Visual Video Submission</b>   | # of Executions (Limit 8 Boards, 1 Video) | Office Use Only |
|--|---|-----------------|
| <p><b>* Audio - Visual Video Materials</b></p> <ul style="list-style-type: none"> <li>Following components of the campaign can be included in the Video to showcase your campaign: TV Commercials, Radio Commercials, Print, Out-of-Home/Outdoor Advertising/ Ambient Advertising, Interactive / Digital Advertising, Direct Mail Piece, Point-of-Purchase Display or Guerilla and Experiential Marketing Activities.</li> <li>Please be reminded that it should feature the above Audio-Visual and experiential elements only. Do NOT make it a campaign or walk-through video. Do NOT include any briefs or results (i.e. graphs, charts etc), and please do NOT recap on the Marketing Challenge, Campaign Objectives, Target Audience, Creative Strategy, Media Strategy and Evidence of Results etc.</li> <li>All Materials must be real work that actually aired in market.</li> <li>This video should NOT exceed 3 minutes</li> <li>Re-editing is meant only for compacting these 4 campaign elements to within 3 minutes</li> <li>TVC, Radio or web activity can be showcased with original soundtrack</li> <li>Materials will have to be forfeited if components with "Production Value Embellishment" are included. Specifically this means: <ul style="list-style-type: none"> <li>No additional footage not used in the original work</li> <li>No additional animation or other visual effects</li> <li>No additional sound effects</li> <li>No background music or soundtrack in the video</li> </ul> </li> </ul> <p>TV Commercial Title #1</p> <p>TV Commercial Title #2</p> <p>Non-English Entry Must Check One:      <input type="checkbox"/> Subtitled      <input type="checkbox"/> Written Translation</p> <p>Radio Commercial Title #1</p> <p>Radio Commercial Title #2</p> <p>Non-English Entry Must Check:      <input type="checkbox"/> Written Translation</p> <p>Interactive / Digital Title #1</p> <p>Interactive / Digital Title #2</p> <p>Guerilla / Marketing Activity Title #1</p> <p>Guerilla / Marketing Activity Title #2</p> <p><b>Limit 1 Video, 3 minutes maximum.</b></p> |   |                 |

\*Submission of materials to follow the rules and requirements specified, any additional materials are not necessary and will not count.

\*Should your campaign be an award winner, you will be asked to submit additional materials to showcase your campaign for the EFFIE Awards Gala and possible publication.

*Organiser*

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**2011 HK4As EFFIE Awards**

**Organized by:**

香港廣告商會  
THE ASSOCIATION OF ACCREDITED  
ADVERTISING AGENCIES OF HONG KONG



**Presented by:**



*Presented by*  
The Association of Accredited Advertising  
Agencies of Hong Kong  
*in association with*  
The Hong Kong Advertisers Association

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