



2016 HONG KONG EFFIE AWARDS

CELEBRATING IDEAS THAT WORK

Entry Kit

Call for Entries

Deadline: 5:00pm, 18 April 2016

Organized & Presented by:

香港廣告商會

THE ASSOCIATION OF ACCREDITED
ADVERTISING AGENCIES OF HONG KONG



Content Page

The Importance of Effie	P. 3
2016 Effie Calendar	P. 3
Eligibility	P. 4
Effie Categories	P. 5 – 6
Judging Process	P. 7
How to Create an Effective Award Winning Brief	P. 8
Creative Materials Submission	P. 9
Guidelines for Submission	P. 10 – 11
Reasons for Disqualification	P.12
Deadlines and Entry Fees	P. 13
Changes of Information	P. 14
Publishing Policy and Permission	P. 14
Contacts	P. 14

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 an award that honors campaigns that have delivered superior results in meeting the objectives they were designed to achieve.

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 42 countries and 6 regions. 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. It is one of the advertising awards that is widely recognized and coveted worldwide in many places.

2016 Effie Calendar

22 February	Call For Entries
18 April	Entries Submission Deadline
19 – 20 April	Late Entries (Late Charge Applies)
29 April – 13 May	1st Round Online Judging
26 May	Finalist Judging
16 June	Awards Presentation Gala
Mid June	Awards E-journal Available on HK4As website
	Certificates and Trophies Duplication

Eligibility

The Effie Organizer is dedicated to sharpening the parameters of the Brief of Effectiveness judging criteria, scoring and review process. As a result, certain changes may have been made to the 2016 program. Entries do not abide to the Call for Entries will be disqualified and fees **will not** be refunded.

Eligibility Requirements

Advertising campaigns that were launched between **1 January 2015 and 31 March 2016** are eligible for entry. The result achieved by the advertising campaign must be made in Hong Kong i.e. works generated and created in HK by HK Agencies, ran in HK, and attributed and addressed to the HK 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 **1** 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** of the brief, and have a proof of success in the Hong Kong market.

Entries for past Effie Awards are **NOT** eligible.

Effie Categories

The product and service examples contained in the following 2016 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.

Product & Service

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. Culture & The Arts
8. Fast Moving Consumer Goods (FMCG)
 - e.g. • Packaged and Unpackaged Food Products
 - Confectionery / Snacks
 - Baby / Infant Products
 - Household Products
9. Furniture
10. Government Services / Non Profit Organizations or Activities
11. Health / Beauty / Personal Care / Hygienic Products
12. Media / Internet Services / Home Entertainment
13. Office / Computer Equipment / Electrical Appliances
14. Pet Care
15. Pharmaceuticals / Medical Care
16. Real Estate Agents / Real Estate Developments
17. Recreational / Leisure Facilities
18. Supermarkets / Restaurants / Fast Food / Shops and Stores
19. Telecommunications
20. Transportation
21. Travel / Tourism
22. Utilities

Industry and Specialty

23. 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.

24. 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.

25. Good Works

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.

26. 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.

27. 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.

28. 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.

29. 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.

Judging Process

Entries are judged in 2 phases by the industry's top marketing and advertising management, creative, and research and academics professionals.

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. Scores will be assigned for:

- | | |
|--------------------------------------|------|
| 1. Strategy | 23 % |
| 2. Creative Idea | 24 % |
| 3. Bringing the Idea to Life (Media) | 23 % |
| 4. Proof of Results | 30 % |

Judges will review all cases with Brief and Creative Materials altogether to give a total score of 100%.

Entrants are encouraged to detail all the elements contributing to their campaign's effectiveness, and results in their **Written Brief** as it encompasses most of the scores. Judges will be evaluating all of the elements presented in the case to come to a final composite score.

1st Round of Judging

Online – overseas & in Hong Kong

2nd Round Finalists Judging

Shortlisted finalists from the 1st round will be further judged - in Hong Kong

Gold, Silver, Bronze winners, as well as the Grand Effie among the Golds will be selected in this round

How to Create an Effective Award Winning Brief

The Written 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 & results – these are the basis for judgement. Winning briefs should be clear, concise and logical.

Direct

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

Clear and easy to read

Judges do not like entries that are difficult to read which included fonts smaller than 10-point type.

Concise

Use the relevant fields provided in the online entry form and limit the proposal in 2000 words.

Important Notes

- Review thoroughly the Entry Kit before submission
- Complete each section of the Entry Form. Do not leave any section blank. Entries will be disqualified if they fail to fill out the Entry Form 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.

Creative Materials Submission

Creative materials includes your video reel, all jpg images, PDF translations or scripts, soft copy print examples etc. The case summary is your 90-word summary of your case in the Entry Form

- Your entry is required to include creative materials as supporting examples from at least one of the following creative media, limiting to **2** examples for each medium; 1 Video / Audio (if any); and not more than **8 IMAGES** in total allowed per entry (**JPEG in A4 size**)
- Every creative material : audio / video, images, text file is submitted through online entry form
- The submission of video / audio is allowed for any medium, but only **1** video / audio is allowed for the whole entry. For mediums “Television Commercials” & “Radio Commercials”, submission of video / audio is a **MUST**. For mediums “Print Advertising”, “Out-of-Home / Outdoor Advertising / Ambient Advertising”, “Interactive / Digital Advertising”, “Direct Mail Piece”, “Point-of-Purchase Display” & “Guerilla & Experiential Marketing Activities”, video / audio is **OPTIONAL**
- Digital images in JPEG should be 300dpi, RGB & **NOT** bigger than A4 size per image
- Non-English materials must add English subtitles or include English translation. Otherwise, it will be taken as is
- You must indicate the type of media and brand name for each item
- Submission of materials must follow the rules and requirements specified, any additional materials that are not necessary will not count
- As the creative reel is meant for showcasing the case’s creative ideas, it is NOT recommended to include in the creative reel which has a limited time & space, and these should belong to the Written Brief :
 - ◆ Results
 - ◆ Any stock music / images on how your work ran in the marketplace that will cause confusion to the Judges
 - ◆ Any work that you do not have the rights to e.g. music / images that are not part of your creative work
 - ◆ Any “Production Value Embellishment” which includes value judgment comments ran in voiceover/images throughout the reel that might influence Judges’ evaluation (entry will be disqualified)
 - ◆ Agency names, logos or images (entry will be disqualified)
- The creative materials (video, case images), and case summary you enter into the competition becomes the property of HK4As, Effie Worldwide and the Effie Awards and will not be returned

Guidelines on Audio / Video Submission

- The creative audio / video should showcase the creative that brought the big idea to life
- This audio / video should be 1 audio / video only, **4 mins** maximum, video in H.264/AVC (HD version) format and to be submitted via an online streaming video platform.

No Online Storage is allowed

- Include at least **1** example of each of the integral communications touch points mentioned in your Written Brief. The reel should feature any and all types of integral creative work, including vital print, radio, web, direct mail, OOH etc
- TVC, Radio or web activity can be showcased with original track. You **MUST** integrate them into your submitted 4-min video
- Complete commercials should be shown - except where editing is necessary because of time (e.g. events, guerrilla marketing activities, sampling, branded content in TV or games etc)
- Commercials / video content longer than 4 minutes may be edited for time
- You can use editing features such as voiceover, text, etc. to better explain the work shown, especially for events, guerillas & iDA tools such as websites, mobile apps, games etc. solely for the purpose of explanation and **NO “Production Value Embellishment”** with value judgment comments
- You may only use editing effects when it will not interfere with the judges’ ability to discern how the work ran in the marketplace. E.g. you cannot run a background music track behind your TV commercial as it plays on the video. You can run music behind your print ads as they scroll by, since it will be clear that the print did not air in the marketplace with music
- All materials must be real work i.e. end products that actually aired in the market
- English translation for radio commercials must be in typeface in soft copy and uploaded on the entry form. English subtitles for TVCs are recommended to run concurrently in videos
- Reminder, the judges read your Written Briefs before watching the videos. They know your objectives, challenge, strategy, and results, the video should focus on the work itself – not much about other elements that were already stated in your Written Briefs.
Do not make campaign or walk-through videos i.e. “making-of” of the campaign as the purpose of the video is to show your work as it ran in the marketplace and for the Judges to experience your work as your audience
- Please indicate title of commercial(s) submitted

Guidelines on each Medium Submission

Agency's name appeared in video subject / video channel / account user or owner of the video or channel / website will result in entry disqualification

Television Commercials

- Submit a video link via online streaming video platform, e.g. YouTube, Vimeo, etc
- Submit **1** set of screen captures of TV Commercial in the format of JPEG
- Non-English materials must add English subtitles or include English translation. Otherwise, it will be taken as it is. The translation should be in typeface in PDF format

Radio Commercials

- Submit an audio / video link via online streaming video platform, e.g. YouTube, Vimeo, etc
- Non-English materials must add English translation. Otherwise, it will be taken as it is. The translation should be in typeface in PDF format

Print Advertising

- Submit **1** set of print advertisement in the format of JPEG.
- Indicate all images with execution titles and type of print submitted e.g. print-trade/professional, consumer magazine or newspaper

Out-of-Home/ Outdoor Advertising/ Ambient Advertising (Non Traditional Outdoor Media)

- Submit **1** set of photo/proof in the format of JPEG

Interactive / Digital Advertising

- Can submit a video link via online streaming video platform, e.g. YouTube, Vimeo, etc
- Can submit **1** set of computer graphics or video screen captures in the format of JPEG
- Interactive / Digital Advertising includes all forms of online advertising including websites, banners, pop-ups, streaming video ads, interstitial ads, mobile ads, SMS etc

Direct Mail Piece

- Each mailed unit constitutes a single item. Submit **1** set of each example in the format of JPEG

Point-of-Purchase Display

- Submit **1** set of each photo/proof in the format of JPEG

Guerilla and Experiential Marketing Activities

- Submit **1** set of supported photographs for each activity in the format of JPEG

Reasons for Disqualification

The Global guidelines aim for a consistent format of all entries around the world to ensure that all cases are consistent to the eyes of the Judges for a fair judging.

- To avoid disqualification, do **NOT** include the following in your **Creative Reel**:
 - **Results**;
 - Competitive work or logos;
 - Agency names, logos or images;
 - Any stock music/images that will cause confusion for judges with how your work ran in the marketplace;
 - Any work that you do not have the rights to (e.g. music/images that are not part of your creative work);
 - Any “Production Value Embellishment” which includes value judgment comments.
- Evidence of Results – Source of data in the Evidence of Results section **MUST** quote a specific reference source - could be Advertisers’ data (Clients’ Company Research), Agency Research, or 3rd party Research Companies. Other sources quoted will be evaluated by the Judges’ discretion.
***Not referencing a source will result in disqualification**
- Agency name should be omitted from all materials that will be viewed by the judges. Do **NOT** cite your agency name as your reference source. If your agency is the source of your research, reference can be “Agency Research”. The Organizer reserves the right to verify the accuracy of the data with the source named
- The Written Brief & Creative Materials are recommended to be presented separately as they will be judged by separate scores. The **Brief** can contain **results**, data, charts etc to support the objectives.
Brief of Effectiveness – the inclusion of creative/pictorial elements such as logos and other creative pictorials in the Case Brief & related entry materials will **NOT** be accepted
Creative Reel (under 4 min), as supporting materials to the case brief, is recommended to contain **creative materials only**. Global Effie policy states that the creative reel should **NOT** contain any **results** in order that all entries would be consistent in format to the eyes of the Judges.
* Violations could lead to disqualification
- All supplementary attachments for Radio Commercials’ Translation or Script must be submitted in typeface in PDF. Scanned handwritten briefs are unacceptable and will be disqualified
- All text that appears in Translation or Script **MUST** be in the standard black font, minimum 10 points. Colored fonts will **NOT** be accepted
- Graphs and charts displaying data are acceptable, and can be in color
- Do **NOT** include screen grabs/images of your work or logo, or competitive logos
- Every item of the Brief of Effectiveness should be filled out. Incomplete Brief is to your disadvantage and might lead to disqualification

- The Organizer reserves the right to disqualify entries with incomplete information or not adhering to the rules & entry requirements specified
- The Organizer reserves the right to make adjustments of the rules as deemed necessary, and the final decision rests with the HK4As

Deadlines and Entry Fees

- Entries must be received by **18 April 2016 (Monday), 5:00 pm.**
- Entry Fee:

Member	HK\$5,000 per campaign
Non HK4As member	HK\$6,000 per campaign

Late charge (For entries received on 19 – 20 April 2016 is extra HK\$2,000 per campaign)

HK4As encourages Agency and Client to share the entry cost
- Cheque should be made payable to “The Association of Accredited Advertising Agencies of Hong Kong” and send it to **HK4As at Suite 1906, Two Chinachem Exchange Square, 338 King’s Road, North Point, Hong Kong** by 29 April 2016 (Payable before judging).
- Payment can be remitted direct into the account
 “The Association of Accredited Advertising Agencies of Hong Kong” :
 Bank: HSBC (The Hongkong and Shanghai Banking Corporation Limited)
 Account Number: 025-2-059464
 Please contact hk4as@aaaa.com.hk after transaction made. If your payment is done by AutoPay, please notify us by sending proof of payment
- Entries will not be accepted if not accompanied by full payment or they are incomplete in any way
- Fees are not refundable for any reason including disqualification. Entries are not returnable
- Your campaign will be assigned an entry number by the online system and to be quoted for all correspondences with the HK4As
- Creative materials become the property of HK4As and will not be returned. The Organizer reserves the right to make copies of selected creative materials for education and publicity purposes.
- Results will be announced after the Finalists Judging. Prizes will be presented at the Presentation Gala.

- The trophies Grand Effie, Gold, Silver & Bronze will be awarded at the discretion of the judges. Awards may **NOT** be given in all categories

Request of Changes of Information Submitted

Both Company and Individual credits should be thoroughly reviewed at time of entry. Any changes of data, such as credits and names, after the judging and results announcements will **NOT** be allowed. Special allowances for changes, and by discretion, will be accommodated with justifications by the CEOs, at a charge of **HK\$500**.

The HK4As reserves the right to refuse any credit change requests.

This does **NOT** apply to contesting materials submitted, which can **NOT** be changed once the system is closed at deadline.

Publishing Policy & Permission

Winners & Finalists materials in the Effie Awards competition will be showcased in various ways. Effie Worldwide and HK Effie have the right to publish, showcase, display or reproduce the winning cases for educational and publicity purposes not limiting to the Awards Journal in press releases, newsletters, conferences, gala etc. Hence, works submitted must be original and must have secured rights to be submitted.

2016 Effie Awards Hong Kong

Organized & Presented by :

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



The Association of Accredited Advertising Agencies of Hong Kong
1906 Two Chinachem Exchange Square,
338 King's Road, North Point, Hong Kong

Website: www.aaaa.com.hk

For technical issues about online entry, please contact Addison Leung at 2788 5764 or email to addisonlenug@hkpc.org

For general enquiries, please contact HK4As at 2882 8161 or email to hk4as@aaaa.com.hk