A picture containing darkness, black, silhouette

Description automatically generated

**Performance Marketing category definition:** This category recognizes the most effective performance marketing efforts. To be eligible, your effort must have been led by performance marketing and the case must demonstrate how the effort drove results for the business using performance marketing KPIs. Note: Entrants must use the performance marketing entry form when submitting under this category. There are special guidelines when presenting your creative and how the idea was brought to life.

[**Access all category definitions here.**](https://aaaa.com.hk/storage/effie-award-rules/May2023/sKV7twDNJHFgYhNLQC8B.pdf)

Effie Worldwide is on a mission to set a new standard of excellence in marketing. We champion effectiveness through smart leadership, inspiring insights and the largest marketing effectiveness awards in the world.

As a global, non-profit organization, effectiveness is our only focus. We’re the world’s largest community of thinkers and practitioners of marketing, powered by a data set of effectiveness cases from over 125 markets. A unifying force for brands, agencies and media platforms the world over, we push progressive thinking forward and foster an industry-wide culture of effectiveness, while equipping marketers with the tools and training they need to succeed.

The Effie Awards are a globally recognized symbol of outstanding achievement. We are proud to honor all types of effective marketing and the people who make it. By participating, you are helping to build a legacy of brilliant thinking that will inspire marketeers for years to come.

We wish you all the best in this year’s competition.

**ENTRY FORM**

Awarding Ideas That Work®

***Note:  This entry form template only serves as a guide for your preparation of entry.  Your final entry has to be submitted through the entry system.  In case of discrepancy in content (wordings, format etc.,) between the template and the system, the latter shall prevail.***

**2023 PERFORMANCE MARKETING   
ENTRY FORM TEMPLATE**

**ENTRY FORM**

Awarding Ideas That Work®

**HOW TO ENTER**

This document will help you collaborate with your team as you prepare your entry. It mirrors our online entry form, providing you with all the questions as they appear in the [**Entry Portal**](https://effie-hk.acclaimworks.com/). In the portal some questions have drop down lists for you to choose from - this template lists all options so that you can prepare in advance.

**Responses will need to be copied into the** [**Entry Portal**](https://effie-hk.acclaimworks.com/) **in order to submit your entry.** Please give yourself enough time to transfer over responses to the portal in advance of your intended entry deadline.

The below checklist will guide you through your information gathering process:

|  |  |
| --- | --- |
| **SEEN BY JUDGES** | **ADDITIONAL REQUIREMENTS**  This will enable us to champion you and your work |
| **Written Entry Form (**[**Entry Details/Executive Summary**](#EntryDetails)**, Effie's Marketing Effectiveness Framework (Sections 1-4),** [**Investment Overview**](#InvestmentOverview)**)** | [**Case Background**](#CaseBackground) |
| **Creative Examples (Creative Reel, Images). Review requirements in the** [**Entry Kit.**](https://aaaa.com.hk/storage/effie-award-rules/May2023/A6MxwDVZivFCQqidv8F3.pdf) | [**Company & Individual Credits**](#Credits) |
|  | [**Publicity Materials**](#Publicity) |
|  | [**Permissions, Authorization & Verification of Entry**](#Permissions) |

Questions?

As you prepare your entry, you are encouraged to take advantage of all [**entry materials & resources**](https://aaaa.com.hk/awards/effie/4), including the **Entry Kit**, which includes all detailed rules and regulations, the **Effective Entry Guide**, which provides tips from past judges, and **Case Study Examples**, featuring past Effie winners.

**ELIGIBILITY**  
Data presented must be isolated to Hong Kong & work must have run at some point between 8/1/22-7/31/23. Results that fall after the end of the eligibility period that are directly tied to the work that ran in the eligibility timing are fine to submit. No work after the cut-off to the eligibility period can be submitted. Review all Eligibility rules in the [**Entry Kit**](https://aaaa.com.hk/storage/effie-award-rules/May2023/A6MxwDVZivFCQqidv8F3.pdf).  
  
**AGENCY BLIND**  
Do not include agency names in the written case, creative examples (including file names), or sources.  
  
**CHARTS & GRAPHS**  
Entrants are encouraged to display data via charts & graphs within the limits allotted in each question. To insert charts & graphs in your responses in the [**Entry Portal**](https://effie-hk.acclaimworks.com/), save each chart/graph individually as a .jpg image (700-900 pixels wide or tall recommended).  
  
**EXTERNAL WEBSITES**  
Do not direct judges to visit external websites. Judges can only review the content provided in your written entry and creative examples.

**SOURCES**All data included in the entry form must reference a specific, verifiable source.

**TOP TIPS FROM THE JURY**

**BE CLEAR, CONCISE, COMPELLING & HONEST.**  
Judges evaluate 6-10 cases in a session – shorter, well-written entries stand out.  
  
**CONTEXT IS KEY**  
Judges typically do not work in your category & may not know your brand. Provide judges with the context to understand the degree of difficulty for your challenge & the significance of your results. Limit industry jargon & define all terms.  
  
**SPEAK TO THE PERFORMANCE MARKETING CATEGORY**  
Judges evaluate work on effectiveness in the context of the entered category. Be sure your stated goal & results align.

**TELL A STORY**  
Write your entry with your audience, Effie Judges with a digital and performance marketing background, in mind. Judges are looking for an engaging, clear story that links each section of the form together. Judges will be evaluating your work with a critical eye – address questions you think they will have.

**REVIEW**

Ask colleagues who do not work on the brand to review the entry. Ask what questions they have – what was unclear? Where did the case fall flat? Ask a strong proofreader to review the entry.  
  
View additional tips from the Jury in the [**Effective Entry Guide**](https://aaaa.com.hk/storage/effie-award-crafts/May2023/BRs2eYrUQvz6rghipet7.pdf).

|  |  |
| --- | --- |
| **ENTRY DETAILS** | |
|  | |
| **EFFIE ENTRY CATEGORY**  [*Review category definitions* ***here***](https://aaaa.com.hk/storage/effie-award-rules/May2023/sKV7twDNJHFgYhNLQC8B.pdf)*. If entering multiple categories, keep category restrictions in mind.* | **PERFORMANCE MARKETING**  *(All other category submissions should use the Standard or Sustained Success entry forms.)* |
| **BRAND NAME**  *List the specific brand name here (not the parent company name)* |  |
| **ENTRY TITLE**  *Your Entry Title should be a short case name. The Entry Title will be used in publicity materials if the case is a winner or finalist.* |  |
| **DATES EFFORT RAN**  *List the start/end dates of the effort, even if it goes beyond the Effie eligibility period. Efforts that are ongoing should leave the end date blank in the Entry Portal.* | YYYY/MMM/DD – YYYY/MMM/DD |
| **REGIONAL CLASSIFICATION**  *Please note that if your effort is Multinational, your entry must be isolated to adhere to the eligibility parameters for your Effie program.* | Drop down on portal as follows:  Local / Regional / National / Multinational / Non-English |
| **INDUSTRY SECTOR**  *Classify your brand/product by one of the available industry sectors, or choose Other* | Drop down list on portal as follows:  Automotive / Banking and Financial Services / Beauty, Fragrance, Personal Care / Beverages: Alcohol, Non-Alcohol / Culture & The Arts / Delivery Services / Education & Training / Fashion & Accessories / Fast Moving Consumer Goods (FMCG) / Food / Gaming & E-Sports / Government Services, Non-Profit Organizations or Activities, Transportation, Utilities / Health & Wellness: Health, Fitness & Wellness / Health & Wellness: Healthcare Services / Health & Wellness: Over-the-counter (OTC) / Home Furnishings & Appliances / Insurance / Luxury Goods / New Product & Services Introduction / Office, Computer Equipment, Electrical Appliances / Pet Care / Real Estate Agents, Real Estate Developments / Restaurants, Fast Food / Supermarkets, Shops & Stores, Retail, Etail / Telecom & Internet Service, Media & Home Entertainment, Electronics / Travel, Tourism, Recreational, Leisure Facilities / Other |
| **INDUSTRY/CATEGORY SITUATION**  *Select one.* | Drop down list to choose from:  Growing / Flat / In Decline |

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| **EXECUTIVE SUMMARY** | |
|  | |
| Give the judges an understanding of the case they are about to read by providing a brief summary for each of the items below. A one-sentence summary is recommended for each line.  *(Maximum per line: 20 words.)* | |
| The Challenge: |  |
| The Insights: |  |
| The Strategic Idea/Build: |  |
| Bringing the Strategy & Idea to Life: | -sentence summary. |
| The Results: |  |
| Why is this entry an outstanding example of effective marketing in this Effie entry category?  Summarize your case by focusing on how your results related directly back to your challenge and objectives. When entering multiple categories, it is important to customize your response for each category. If judges have questions about your eligibility in this category, they will refer to this response.  *(Maximum: 100 words)* | |
| Provide answer. | |

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| **SECTION 1: CHALLENGE, CONTEXT & OBJECTIVES 23.3% OF TOTAL SCORE**  This section covers your strategic business context for your marketing activity, alongside your key business challenge and objectives.  Please provide the necessary context on your industry category, competitors, and brand so the judges can evaluate your entry. Outline why your business challenge was the right opportunity to grow and the degree of ambition represented by your objectives. |

|  |  |
| --- | --- |
| 1A. Before your effort began, what was the state of the brand’s business and the overall category in which it competes? What was the strategic challenge for your business? Provide context on the degree of difficulty of this challenge.  Describe the market context for the performance marketing activities. *(Maximum: 275 words; 3 charts/visuals)* | |
| Provide answer. | |
| 1B. What were the Business, Marketing and Campaign/Activity objectives that you set to address your challenge?  What were the Key Performance Indicators (KPIs) set against each objective?  Provide specific numbers/percentages for each and benchmarks wherever possible.  You may provide both Pre-Conversion objectives and Conversion metrics. You must provide at least one conversion objective. Please see the [**Objectives Guide**](https://drive.google.com/file/d/1GM_bHSXPKNxs_7R4ywvBk_39eL0rbwb-/view?usp=share_link) for examples of Pre-Conversion and Conversion metrics along the customer journey.  Effie is open to all types of objectives; it is the entrant’s responsibility to explain why their objectives are important to the business/organization and challenging to achieve. Provide context, including prior year, competitor, and/or category benchmarks to help the judges understand why these goals were set and how challenging they were. Present the performance marketing goals and explain how these goals relate back to the overall brand or organization’s strategy and objectives.  **RESPONSE FORMAT**  *List each objective individually.  We have allowed for one key business objective (required) and up to 3 Marketing (Customer) and Activity (Comms.) objectives (1 required, 3 maximum for both types).  If you had fewer marketing and activity objectives, that is fine, please leave the fields blank.  For each objective, provide brief context for why you chose it, state the KPIs and benchmarks.* | |
|  | |
| **BUSINESS OBJECTIVE**  *(Required)* | |
| **Objective – Overview & KPI**  *(Maximum: 30 words)* |  |
| **Rationale – Why the objective was selected & what is the benchmark?**  *(Maximum: 75 words; 3 charts/visuals)* |  |
| **Measurement – How did you plan to measure it?**  *(Maximum: 30 words)* |  |
| **Tagging – What keywords best describe your objective type?**  *(1 Required, No Maximum)* | Select from the following list in the portal:    Brand or Business Transformation  Category Growth  Environmental/Social Impact (e.g. sustainability/purpose/diversity/CSR)  Geographic Expansion  New Brand or Product/Service Launch  Profitability (growth/maintenance/easing decline)  Revenue (growth/maintenance/easing decline/value share)  Volume (growth/maintenance/easing decline/volume share)  Other (add your own) |
| **MARKETING OBJECTIVE 1**  *(Required)* | |
| **Objective – Overview & KPI**  *(Maximum: 30 words)* |  |
| **Rationale – Why the objective was selected & what is the benchmark?**  *(Maximum: 75 words; 3 charts/visuals)* |  |
| **Measurement – How did you plan to measure it?**  *(Maximum: 30 words)* |  |
| **Tagging – What keywords best describe your objective type?**  *(1 Required, No Maximum)* | Select from the following list in the portal:  Advocacy/Recommendation  Changes in Specific Brand Attributes  Consideration  Conversion Cultural Relevance  Frequency  Lead generation  Penetration/Acquisition  Renewal/Retention/Life Time Value  Salience/Awareness  Weight/Value of Purchase  Other (add your own) |
| **MARKETING OBJECTIVE 2**  *(Optional)* | |
| **Objective – Overview & KPI**  *(Maximum: 30 words)* |  |
| **Rationale – Why the objective was selected & what is the benchmark?**  *(Maximum: 75 words; 3 charts/visuals)* |  |
| **Measurement – How did you plan to measure it?**  *(Maximum: 30 words)* |  |
| **Tagging – What keywords best describe your objective type?**  *(1 Required, No Maximum)* | Select from the following list in the portal:  Advocacy/Recommendation  Changes in Specific Brand Attributes  Consideration  Conversion Cultural Relevance  Frequency  Lead generation  Penetration/Acquisition  Renewal/Retention/Life Time Value  Salience/Awareness  Weight/Value of Purchase  Other (add your own) |
| **MARKETING OBJECTIVE 3**  *(Optional)* | |
| **Objective Overview & KPI**  *(Maximum: 30 words)* |  |
| **Rationale Why the objective was selected & what is the benchmark?**  *(Maximum: 75 words; 3 charts/visuals)* |  |
| **Measurement – How did you plan to measure it?**  *(Maximum: 30 words)* |  |
| **Tagging What keywords best describe your objective type?**  *(1 Required, No Maximum)* | Select from the following list in the portal:  Advocacy/Recommendation  Changes in Specific Brand Attributes  Consideration  Conversion Cultural Relevance  Frequency  Lead generation  Penetration/Acquisition  Renewal/Retention/Life Time Value  Salience/Awareness  Weight/Value of Purchase  Other (add your own) |
| **ACTIVITY OBJECTIVE 1**  *(Required)* | |
| **Objective – Overview & KPI**  *(Maximum: 30 words)* |  |
| **Rationale – Why the objective was selected & what is the benchmark?**  *(Maximum: 75 words; 3 charts/visuals)* |  |
| **Measurement – How did you plan to measure it?**  *(Maximum: 30 words)* |  |
| **Tagging – What keywords best describe your objective type?**  *(1 Required, No Maximum)* | Select from the following list in the portal:  Advocacy/Recommendation  Efficiency (e.g. cost per acquisition)  Popularity/Fame/Social Discourse  Positive Sentiment/Emotional Resonance  Reach (e.g. open rate, shares, views, attendance)  Recall (brand/ad/activity)  Other (add your own) |
| **ACTIVITY OBJECTIVE 2**  *(Optional)* | |
| **Objective – Overview & KPI**  *(Maximum: 30 words)* |  |
| **Rationale – Why the objective was selected & what is the benchmark?**  *(Maximum: 75 words; 3 charts/visuals)* |  |
| **Measurement – How did you plan to measure it?**  *(Maximum: 30 words)* |  |
| **Tagging – What keywords best describe your objective type?**  *(1 Required, No Maximum)* | Select from the following list in the portal:  Advocacy/Recommendation  Efficiency (e.g. cost per acquisition)  Popularity/Fame/Social Discourse  Positive Sentiment/Emotional Resonance  Reach (e.g. open rate, shares, views, attendance)  Recall (brand/ad/activity)  Other (add your own) |
| **ACTIVITY OBJECTIVE 3**  *(Optional)* | |
| **Objective – Overview & KPI**  *(Maximum: 30 words)* |  |
| **Rationale – Why the objective was selected & what is the benchmark?**  *(Maximum: 75 words; 3 charts/visuals)* |  |
| **Measurement – How did you plan to measure it?**  *(Maximum: 30 words)* |  |
| **Tagging – What keywords best describe your objective type?**  *(1 Required, No Maximum)* | Select from the following list in the portal:  Advocacy/Recommendation  Efficiency (e.g. cost per acquisition)  Popularity/Fame/Social Discourse  Positive Sentiment/Emotional Resonance  Reach (e.g. open rate, shares, views, attendance)  Recall (brand/ad/activity)  Other (add your own) |
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| **DATA SOURCES: SECTION 1**  You must provide a source for all data and facts presented anywhere in the entry form. The below field may only be used to list sources of data provided in your responses above. Entrants may not include any additional context or information in the below field.  ***Recommended Format:*** Use footnotes in your responses above and list each source numerically below. We recommend each source include the following information: Source of Data/Research, Type of Data/Research, Dates Covered. Do not include agency names in your sources. [**View detailed guidelines here**](https://drive.google.com/file/d/1cTtNJHgCzMisD6vRijGD2wd44rk_iYec/view?usp=share_link)**.** | |
| Provide sources of data included in your responses to Section 1. | |

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| **SECTION 2: INSIGHTS & STRATEGY 23.3% OF TOTAL SCORE**  This section covers the key building blocks of your strategy.  Explain to the judges why you chose the audience you did. Outline your key insight(s) and how they led to the strategic idea or build that addressed the business challenge the brand was facing. |

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| 2A. Define the target audience(s) you were trying to reach and explain why it was/they were relevant to the brand and the challenge.  Describe your audience(s) using demographics, culture, media behaviors, etc. Explain if your target was a current audience, a new audience, or both. What perceptions or behaviors are you trying to affect or change? What information influenced your strategic, creative and performance marketing choices? Note: If the target group changed during the campaign, describe this in Section 3 (Bringing the Strategy & Idea to Life).  *(Maximum: 300 words; 3 charts/visuals)* |
| Provide answer. |
| 2B. Explain the thinking that led you to your insight(s). **Clearly state your insight(s) here**.  Clarify how the insight(s) were directly tied to your brand, your audience’s behaviors and attitudes, your research and/or business situation. How would this unique insight(s) lead to the brand’s success and how did it inform your strategy & strategic idea. Please refer to entry kit for further detail of what the judges are looking for in answer to this question.  *(Maximum: 400 words; 3 charts/visuals)* |
| Provide answer. |
| 2C. What was the core idea or strategic build you arrived at using your insight(s) that enabled you to pivot from challenge to solution for your brand and customer?   *(Maximum: 20 words; 1 chart/visual)* |
| Provide answer. |
| **DATA SOURCES: SECTION 2**  You must provide a source for all data and facts presented anywhere in the entry form. The below field may only be used to list sources of data provided in your responses above, do not include any other information. |
| Provide sources of data included in your responses to Section 2. |

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| **SECTION 3: BRINGING THE STRATEGY & IDEA TO LIFE 23.3% OF TOTAL SCORE**  This section relates to how you built a compelling creative and channel plan i.e. how and where you brought your idea to life. And how you tested for ongoing optimization.  Help the judges evaluate your entry by demonstrating how you created work that targeted and motivated customers effectively. Outline how your creative and channels plans worked together to drive results. |

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| 3A.  Describe the key elements of your plan that activated your strategy. Outline any components that were active in the effort e.g. all integral communications, promotions, CRM program, SEM, display advertising, native advertising, affiliate marketing, new technologies (e.g. AI), customer experience, pricing changes, etc. that were a part of your effort  *(Maximum: 200 words; 3 charts/visuals)* |
| Provide answer. |
| 3B. Outline the key building blocks of the creative executions for your main marketing vehicles e.g., endline, call-to-actions and format choices, SEM copy, display ads, email copy and visuals, short or long videos, etc. . Include any important changes that optimized the creative while the activity was running.  *(Maximum: 200 words; 3 charts/visuals)* |
| Provide answer. |
| 3C.  Outline the rationale behind your communications strategy, experience strategy and channel plan. Explain how the integral elements (e.g. paid advertising, social media, SEO, email marketing, affiliate marketing, etc.) worked together to drive potential customers from the top of the funnel down to purchase. If relevant, explain how you changed your spend across channels as part of your campaign optimization.  *(Maximum: 400 words; 3 charts/visuals)* |
| Provide answer. |
| **KEY VISUAL**  You have the option to upload a single image to accompany your explanation in this section to show how you brought your strategy and idea to life. It may be a media plan, a marketing mix visual, a flowchart, a calendar, a storyboard, etc. The image must be jpg/jpeg/png. **You do not need to upload a copy of any of your creative images for judging here**, as judges will view those on the creative examples tab. |
|  |
| **DATA SOURCES: SECTION 3**  You must provide a source for all data and facts presented anywhere in the entry form. The below field may only be used to list sources of data provided in your responses above. Entrants may not include any additional context or information in the below field. |
| Provide sources of data included in your responses to Section 3. |

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| **SECTION 4: RESULTS 30% OF TOTAL SCORE**  This section relates to your results. Here you need to be able to demonstrate the impact your effort has had on your business/brand/cause objectives - attributable to the activity and its elements and taking into account other factors. You will need to provide a result corresponding to each objective listed in your response to question 1B. |

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| 4A. How do you know it worked? Explain, with category context, why these results are significant for the brand’s business. Discuss your baseline sale or baseline non-sale conversions related to your objectives prior to your campaign.  Results must relate back to your specific audience, objectives, and KPIs. Your answer must include results for your key conversion metrics (initial result, best result & timing, results stemming from optimization, etc.).  **RESPONSE FORMAT**  You have up to 350 words and 5 charts/visuals to set up your results. Then, for each objective provided in Question 1B, you are required to provide a corresponding result.  **ELIGIBILITY REMINDERS**   * Provide a clear time frame for all data shown – either within your response or via the sources box. * All results must be isolated to Hong Kong. * Work must have run in the eligibility window of August 2022 – July 2023. Results after July 2023 that are directly related to work that ran in the eligibility window can be included. * All results must correspond to a data source. | | |
| You may use this space to set-up your results section (Maximum 350 words, 5 charts/visuals). | | |
| **Business Objective Results**  *(Required – Corresponds to your Business Objective listed in 1B)* | | |
| **Business Objective from**  **Question 1B** | The entry portal will list your Business Objective from Question 1B here automatically | |
| **List Result**  *(Maximum: 30 words)* |  | |
|  |  | |
| **Context**  *(Maximum: 75 words; 3 charts/visuals)* |  | |
| **Marketing Objective #1 Results**  *(Required - Corresponds to Marketing Objective #1 listed in 1B)* | | |
| **Marketing Objective #1 from**  **Question 1B** | The entry portal will list Marketing Objective #1 from Question 1B here automatically | |
| **List Result**  *(Maximum: 30 words)* |  | |
| **Context**  *(Maximum: 75 words; 3 charts/visuals)* |  | |
| **Marketing Objective #2 Results**  *(Required if Marketing Objective #2 was provided in1B)* | | |
| **Marketing Objective #2 from**   **Question 1B** | The entry portal will list Marketing Objective #2 from Question 1B here automatically | |
| **List Result**  *(Maximum: 30 words)* |  | |
| **Context**  *(Maximum: 75 words; 3 charts/visuals)* |  | |
| **Marketing Objective #3 Results**  *(Required if Marketing Objective #3 was provided in 1B)* | | |
| **Marketing Objective #3 from**  **Question 1B** | The entry portal will list Marketing Objective #3 from Question 1B here automatically | |
| **List Result**  *(Maximum: 30 words)* |  | |
| **Context**  *(Maximum: 75 words; 3 charts/visuals)* |  | |
| **Activity Objective #1 Results**  *(Required - Corresponds to Campaign/Activity Objective #1 listed in 1B)* | | |
| **Activity Objective #1 from Question 1B** | The entry portal will list Activity Objective #1 from Question 1B here automatically | |
| **List Result**  *(Maximum: 30 words)* |  | |
| **Context**  *(Maximum: 75 words; 3 charts/visuals)* |  | |
| **Activity Objective #2 Results**  *(Required if Campaign/Activity Objective #2 was provided in 1B)* | | |
| **Activity Objective #2 from Question 1B** | The entry portal will list Activity Objective #2 from Question 1B here automatically | |
| **List Result**  *(Maximum: 30 words)* |  | |
| **Context**  *(Maximum: 75 words; 3 charts/visuals)* |  | |
| **Activity Objective #3 Results**  *(Required if Campaign/Activity Objective #3 was provided in 1B)* | | |
| **Activity Objective #3 from Question 1B** | The entry portal will list Activity Objective #3 from Question 1B here automatically | |
| **List Result**  *(Maximum: 30 words)* |  | |
| **Context**  *(Maximum: 75 words; 3 charts/visuals)* |  | |
| **ADDITIONAL RESULTS**  You may use the below space to provide additional results achieved that you did not have had an initial objective for. This space may only be used for additional results beyond those that align with your listed objectives. It is not required to provide additional results & you may leave this field blank.  *(Maximum 150 words, 3 charts/visuals)* | | |
| List additional results here. | | |
| 4B. Marketing rarely works in isolation. Outside of your effort, what else in the marketplace could have affected the results of this case – positive or negative?  Select factors from the chart and explain the influence (or lack of influence) of these factors in the space provided. We recognize that attribution can be difficult; however, we’re inviting you to provide the broader picture here in making the case for your effectiveness.  *(Maximum: 200 words; 3 charts/visuals)* | | |
| **Business Events**  *(e.g. changes in supply chain, government regulations)* | | **Societal or Economic Events**  *(e.g. changes in economic, political, social factors)* |
| **Internal Company Events**  *(e.g. change in ownership, internal dynamics, etc.)* | | **Public Relations** |
| **Natural Events**  *(e.g. weather, natural phenomenon, etc.)* | | **No Other Factors** |
| **Other marketing for the brand, running at the same time as this effort** | | **Other** \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ |
| **EXPLAIN THE INFLUENCE (OR LACK OF INFLUENCE) OF THE FACTORS YOU SELECTED ABOVE**  After selecting from the list above, provide an explanation of the impacts on the case.  (Maximum: 200 words; 3 charts/visuals) | | |
| Provide answer. | | |
| **DATA SOURCES: SECTION 4**  You must provide a source for all data and facts presented anywhere in the entry form. The below field may only be used to list sources of data provided in your responses above. Entrants may not include any additional context or information in the below field. | | |
| Provide sources of data included in your responses to Section 4. | | |

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| **INVESTMENT OVERVIEW**  The Investment Overview is reviewed as part of Section 3: Bringing the Strategy & Idea to Life, along with your response to Question 3 and your creative work, as presented in the Reel and Images. These elements together account for 23.3% of your score.  The Investment Overview, like the rest of the entry form, is completed in the [**Entry Portal**](https://effie-hk.acclaimworks.com/). The questions below are visuals of all the drop-down box options to share with your team to gather data. |

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| **PAID MEDIA EXPENDITURES**  Select paid media expenditures (purchased and donated), not including agency fees or production costs, for the effort described in this entry. If there were no paid media expenditures, please select Under HK$500 thousand and elaborate below. If the case did not run the year prior, select not applicable and provide context in the elaboration area below. | |
| **Current Year/Time Period:  August 2022 – July 2023** | **Campaign Period: Prior Year** |
| Under HK$500K | Under HK$500K |
| HK$500 – 1M | HK$500 – 1M |
| HK$1 – 3M | HK$1 – 3M |
| HK$3 – 5M | HK$3 – 5M |
| HK$5 -10M | HK$5 -10M |
| HK$10 – 20M | HK$10 – 20M |
| HK$20 – 40M | HK$20 – 40M |
| HK$40 – 60M | HK$40 – 60M |
| HK$60 – 80M | HK$60 – 80M |
| HK$80 million and over | HK$80 million and over |
| Not Applicable | Not Applicable |
|  | |
| Compared to other competitors in this category, this budget is: | Less |
| About the Same |
| More |
| Not Applicable (Elaboration Required) |
|  | |
| Compared to prior year spend on the brand overall, the brand’s overall budget this year is: | Less |
| About the Same |
| More |
| Not Applicable (Elaboration Required) |
|  | |
| **MEDIA BUDGET ELABORATION**  Provide judges with the context to understand your budget.  What was the balance of paid, earned, owned and shared media? What was your distribution strategy? Did you outperform your media buy?   In addition to providing context around your budget, if you selected Not Applicable to either of the previous two questions, explain why you selected Not Applicable.  *(Maximum: 100 words)* | |
| Provide answer. | |

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| **PRODUCTION & OTHER NON-MEDIA EXPENDITURES**  Select a budget range for the key assets you developed to bring your idea to life. This should include hard pre and post productions costs, talent (influencer or celebrity fees) and any activation costs. | |
| Under HK$500 thousand | HK$20 – 40 million |
| HK$500 - 999 thousand | HK$40 – 60 million |
| HK$1 – 2 million | HK$60 million and over |
| HK$2 – 5 million | Not Applicable |
| HK$5 – 10 million | Not Available / Unknown |
| HK$10 – 20 million |
|  | |
| **PRODUCTION & OTHER NON-MEDIA EXPENDITURES ELABORATION**  Provide judges with the context to understand the selection outlined above. This is an opportunity to provide further context surrounding your budget, so judges have a clear understanding and do not question the information provided above.  *(Maximum: 100 words)* | |
| Provide answer. | |

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| **OWNED MEDIA**  **Was Owned Media a part of your effort? (Yes/No)**  Elaborate on owned media (digital or physical company-owned real estate), that acted as communication channels for case content.  *(Maximum: 100 words)* |
| Provide answer. |

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| **SPONSORSHIP AND MEDIA PARTNERSHIPS**  Select the types of sponsorships /media partnerships used in your case. Choose all that apply.  Then, provide additional context regarding these sponsorships and media partnerships, including timing.  *(Maximum: 100 words)* | | | |
| Product Placement – Occasional | Product Placement – Ongoing | Sponsorship –  On Site | Sponsorship –  Live Activation |
| Sponsorship –  Talent or Influencer | Unique Opportunity | Not Applicable |  |
| **ELABORATION ON SPONSORSHIPS AND MEDIA PARTNERSHIPS**  Provide additional context regarding your sponsorships and media partnerships, including timing.  *(Maximum: 100 words)* | | | |
| Provide elaboration. | | | |

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| **DATA SOURCES: INVESTMENT OVERVIEW**  You must provide a source for all data and facts presented anywhere in the entry form. The below field may only be used to list sources of data provided in your responses above. Entrants may not include any additional context or information in the below field. |
| Provide sources of data included in your responses in the Investment Overview. |

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| **ALL TOUCHPOINTS AS PART OF YOUR EFFORT**  Select all touchpoints used in the effort, based on the options provided in the below chart. Within your response to Question 3, explain which touchpoints from the below list were integral to reaching your audience and why.  On the creative reel, you must show at least one complete example of each touchpoint that was integral to the effort’s success. For example, if you mark 10 boxes below and 8 were key to the driving results and explained as integral in Question 3, those 8 must be featured on the reel. | | |
| Branded Content – Editorial | Digital Mktg. - SEM | Print - Magazine |
| Branded Content – Product Placement | Digital Mktg. - SEO | Print - Newspaper |
| Cinema | Digital Mktg. – Short Video  (:15-3 min.) | Public Relations |
| Contests | Digital Mktg. – Social: Organic | Radio |
| Digital Mktg. – Affiliate | Digital Mktg. – Social: Paid | Retail Experience: Digital |
| Digital Mktg. – Audio Ads | Digital Mktg. – Video Ads | Retail Experience: In Store |
| Digital Mktg. – Content Promotion | Direct Mail | Sales Promotion, Couponing & Distribution |
| Digital Mktg. – Display Ads | Events | Sampling/Trial |
| Digital Mktg. – Email/Chatbots/Text/Messaging | Health Offices / Point of Care | Sponsorships – Entertainment |
| Digital Mktg. – Gaming | Influencer / Key Opinion Leader | Sponsorships – Sports |
| Digital Mktg. – Influencers | Interactive / Website / Apps | Sponsorships – Unique Opportunity |
| Digital Mktg. – Location based | Internal/In-Office Marketing | Street Mktg. |
| Digital Mktg. – Long Video  (3+ min.) | Loyalty Programs | Trade Shows, Trade Communications, Professional Engagement |
| Digital Mktg. – Marketplace Ads | OOH – Billboards | TV |
| Digital Mktg. – Mobile | OOH – Other Outdoor | User Generated Content & Reviews |
| Digital Mktg. – Product Placement | OOH - Transportation | Other: |
| Digital Mktg. – Programmatic Display Ads | Packaging & Product Design |
| Digital Mktg. - Programmatic Video Ads | Print – Custom Publication |

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| **MAIN TOUCHPOINTS**  From the list outlined above, select the three most integral touchpoints for your effort. List in order of most integral to least integral. | |
| **MAIN TOUCHPOINT #1**  *(Select one of the touchpoints from the chart above.)* |  |
| **MAIN TOUCHPOINT #2**  *(Select one of the touchpoints from the chart above or Not Applicable.)* |  |
| **MAIN TOUCHPOINT #3**  *(Select one of the touchpoints from the chart above or Not Applicable.)* |  |

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| **SOCIAL MEDIA PLATFORMS**  Select all social media platforms utilized in your effort from the list below. | | | |
| Blog  (Tumblr, Medium, etc.) | Instagram | Reddit | Twitter |
| Discord | LinkedIn | Snapchat | WeChat |
| Facebook | Pandora | Spotify | WhatsApp |
| Flickr | Pinterest | TikTok | YouTube |
| Not Applicable | | Other: | |

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| **CREATIVE EXAMPLES**  Creative Work is reviewed as part of Scoring Section 3: Bringing the Strategy & Idea to Life, along with the entrant's response to Question 3A-3C and the Investment Overview. These elements together account for 23.3% of the total score.  CREATIVE REEL  Judges typically recommend 70% of the reel focus on examples of integral creative work that your audience experienced, or other materials created to bring the idea to life internally or externally. At least one complete example of each integral touchpoint must be shown on the reel. No results or competitor logos/creative work may be included. It is acceptable to include some set-up/explanation, as long as the explanation does not impede with the judges’ ability to access the creative work.  The creative reel is not judged for the production quality of the reel; judges are evaluating only the creative work that ran in the marketplace as it relates to the challenge, insights, audience, and strategy.  Specific, quantifiable results, agency names/logos, and competitor logos/work may not be included anywhere in the video.  The Creative Work is viewed once the case has been read. | | | |
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|  | * ﻿3 min maximum. 250 MB max., mp4 format.,1 Required * ﻿16:9  at 1920x1080. (Sustained Success Entries Only: 4 minutes) * ﻿Do not include any agency names in the file name or anywhere in the reel. Give each upload file  a unique name. | | |
|  | **CREATIVE EXAMPLES PRESENTED IN THE CREATIVE REEL – SELECT ALL**  Select ALL touchpoints used in the effort. | | |
|  | Branded Content – Editorial | Digital Mktg. - SEM | Print - Magazine |
|  | Branded Content – Product Placement | Digital Mktg. - SEO | Print - Newspaper |
|  | Cinema | Digital Mktg. – Short Video   (:15-3 min.) | Public Relations |
|  | Contests | Digital Mktg. – Social: Organic | Radio |
|  | Digital Mktg. – Affiliate | Digital Mktg. – Social: Paid | Retail Experience: Digital |
|  | Digital Mktg. – Audio Ads | Digital Mktg. – Video Ads | Retail Experience: In Store |
|  | Digital Mktg. – Content Promotion | Direct Mail | Sales Promotion, Couponing & Distribution |
|  | Digital Mktg. – Display Ads | Events | Sampling/Trial |
|  | Digital Mktg. – Email/Chatbots/Text/Messaging | Health Offices / Point of Care | Sponsorships – Entertainment |
|  | Digital Mktg. – Gaming | Influencer / Key Opinion Leader | Sponsorships – Sports |
|  | Digital Mktg. – Influencers | Interactive / Website / Apps | Sponsorships – Unique Opportunity |
|  | Digital Mktg. – Location based | Internal/In-Office Marketing | Street Mktg. |
|  | Digital Mktg. – Long Video   (3+ min.) | Loyalty Programs | Trade Shows, Trade Communications, Professional Engagement |
|  | Digital Mktg. – Marketplace Ads | OOH – Billboards | TV |
|  | Digital Mktg. – Mobile | OOH – Other Outdoor | User Generated Content & Reviews |
|  | Digital Mktg. – Product Placement | OOH - Transportation | Other: |
|  | Digital Mktg. – Programmatic Display Ads | Packaging & Product Design |
|  | Digital Mktg. - Programmatic Video Ads | Print – Custom Publication |

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| **IMAGES OF CREATIVE WORK (2 REQUIRED, 6 MAXIMUM)**  Upload images of your creative work that ran in the marketplace. Images should complement your creative reel and help the judges better evaluate creative elements that ran in front of your audience.  **Note: Image 1 will be used for publicity purposes.**  **Images for Judging are an opportunity to:**  • Showcase work that is better seen as a still image vs. video format  • Draw further attention to key creative elements  **Sustained Success Entrants:** Label work with the year it ran.  Images will be published for finalist & winning cases.   * Upload 2-6 images of your creative work that ran in the marketplace. Do not include agency  names in the file name or within the images. * Technical Requirements: .jpg/jpeg format   *(2-4 Word Description of Image)* |
| **TRANSLATION OF NON-ENGLISH CREATIVE WORK (IF APPLICABLE)**  If your creative examples include work that is not in the standard language of this Effie competition, you are required to include a translation to the local language either via subtitles within the creative OR you may provide a translation in the text box below.  *(Maximum: 1000 words)* |

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| A picture containing darkness, black, silhouette  Description automatically generated | **Additional Requirements** |
| Judges will review your written case and creative materials. Review the [Entry Kit](https://aaaa.com.hk/storage/effie-award-rules/May2023/A6MxwDVZivFCQqidv8F3.pdf) for full guidance on completing your written case and creative materials.  In addition to the written entry form & creative examples, additional data is required in the [**Entry Portal**](https://effie-hk.acclaimworks.com/). These materials support Effie’s mission of leading, inspiring & championing the practice and practitioners of marketing effectiveness.  This following pages outline the additional information you will be required to provide in the [**Entry Portal**](https://effie-hk.acclaimworks.com/) in order to submit your entry. Teams can use this document to collect information from team members while preparing your entry. Please ensure you provide yourself time to input these datapoints in the [**Entry Portal**](https://effie-hk.acclaimworks.com/) in advance of your intended entry deadline | |

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| **CASE BACKGROUND**  This information is for research and database purposes. These responses are not seen by judges. | | | |
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| **PRODUCT/SERVICE TYPE**  *Select one.* | | Tangible Good / Service / Other | |
| **PARENT BRAND STATUS**  *Select one.* | | Existing Parent Brand / New Parent Brand / Not Applicable | |
| **SUB-BRAND STATUS**  *Select one.* | | Existing Sub-Brand / New Sub-Brand / Not Applicable | |
| **NEW / EXISTING PRODUCT/SERVICE**  *Select one.* | | New / Existing | |
| **CATEGORY STATUS**  *Does the product/service create a new category or is it joining an existing category?**Select one.* | | New Category / Existing Category | |
| **PRIMARY END USER**  *Select one.* | | Business Purposes / Consumer Personal Uses / Not Applicable | |
| **CLASSIFICATION**  *Select one.* | | Mainstream / Luxury / Not Applicable | |
| **POINT OF PURCHASE**  *Select the option that best describes how the audience purchased your product or donated to the cause promoted by your marketing effort.* | | In-Store Retail Only | |
| Online Ecommerce Only | |
| Primarily In-Store Retail with some Online Ecommerce | |
| Primarily E-Commerce with some In-Store Retail | |
| A substantial amount of both In-Store Retail and Ecommerce | |
| Other | |
| Not Applicable | |
| **COMPETITOR SITUATION**  *Select the option that best describes the competitor situation.* | | Dominant Player. One large Competitor that has about 50% market share or more | |
| Dominant Player with strong competitors. One or multiple competitors with at least one competitor with about 30% to 50% market share | |
| Fragmented. One or multiple competitors each with about 30% market share or less | |
| Not Applicable | |
| **COMPETITOR BRANDS**  Provide the top competitor brands of your case. This helps ensure judges who work on competitor brands are not assigned your case. You may provide up to six competitor brands or list No Competitors.  *(1 Required, 6 Maximum)* | | | |
| **COMPETITOR 1**  *Required.* | |  | |
| **COMPETITOR 2**  *Optional.* | |  | |
| **COMPETITOR 3**  *Optional.* | |  | |
| **COMPETITOR 4**  *Optional.* | |  | |
| **COMPETITOR 5**  *Optional.* | |  | |
| **COMPETITOR 6**  *Optional.* | |  | |
| **AUDIENCE**  Please share insights into your primary audience below. | | | |
| **AUDIENCE GENDER**  *Select one.* | | Female / Male / Transgender or Non-Binary /  Not Applicable (We did not target by gender.) | |
| **AUDIENCE AGE**  *Select all that apply.* | | Children 12 & Under / Ages 13-17 / Ages 18-24 / Ages 25-34 / Ages 35 – 44 / Ages 45-54 / Ages 55-64 / Ages 65+ / Not Applicable (We did not target by age.) | |
| **AUDIENCE TYPE**  *Select all that apply.* | | Cultural or Ethnic Group / Employees / Parents / Not Applicable / Other \_\_\_\_\_\_\_\_\_\_\_ | |
| **MEDIA COMPANIES**  Please list the top five most integral media companies/owners that were a part of your effort, whether or as a partner or a platform where your work ran. ﻿If no media companies were used in this effort, you may leave this question blank. | | | |
| **MEDIA COMPANY 1**  *Optional.* | |  | |
| **MEDIA COMPANY 2**  *Optional.* | |  | |
| **MEDIA COMPANY 3**  *Optional.* | |  | |
| **MEDIA COMPANY 4**  *Optional.* | |  | |
| **MEDIA COMPANY 5**  *Optional.* | |  | |
| **RESEARCH PARTNERS**  Indicate research partners used for this effort. List up to three companies. | | | |
| **RESEARCH PARTNER 1**  *Required.* | |  | |
| **RESEARCH PARTNER 2**  *Optional.* | |  | |
| **RESEARCH PARTNER 3**  *Optional.* | |  | |
| **RESEARCH**  Select the most important research done for your case. Then, select all research done for your case. | | | |
| **PRIMARY RESEARCH**  *Select one.* | | Copy Testing / Focus Groups / Neuroscience /  Positioning or Concept Testing /  Strategic (segmentation, market structure, U&A) / Tracking /  Not Applicable / Other | |
| **ALL RESEARCH**  *Select all.* | | Copy Testing / Focus Groups / Neuroscience /  Positioning or Concept Testing /  Strategic (segmentation, market structure, U&A) / Tracking /  Not Applicable / Other | |
| **SUSTAINABLE DEVELOPMENT GOALS**  Effie has partnered with the PVBLIC Foundation to support the [**UN's 2030 Agenda for Sustainable Development**](https://sustainabledevelopment.un.org/post2015/transformingourworld) and its [**17 Sustainable Development Goals (SDGs).**](https://sustainabledevelopment.un.org/sdgs) Please help us to recognize the achievements of our industry in creating positive change by selecting all Sustainable Development Goals aligned with your effort. | | | |
| Affordable & Clean Energy | Clean Water & Sanitation | Climate Action | Decent Work &  Economic Growth |
| Gender Equality | Good Health & Well-Being | Industry, Innovation & Infrastructure | Life Below Water |
| Life on Land | No Poverty | Partnerships for the Goals | Peace, Justice & Strong Institutions |
| Quality Education | Reduced Inequalities | Responsible Consumption & Production | Sustainable Cities & Communities |
| Zero Hunger | | Not Applicable | |

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| **PUBLICITY MATERIALS** All materials provided in this section should be submitted with publication purposes in mind. Do not include any confidential information in the public case summary or statement of effectiveness. |

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| **PUBLIC CASE SUMMARY**  Provide a snapshot of the effectiveness of your case. The case summary will be published in the Effie Awards Winners Journal and Effie Case Study Database. It may also be used for promotional purposes.  The summary should be written as though it will be judged. Using at least three complete sentences summarize the case and its goal. Indicate objectives and how the evidence of results directly relates to those objectives (concrete numbers or percentages vs. general terms like "record sales" or "big success"). Think of the case summary as a long tweet, mini-case, or an elevator speech.  Visit the [**Effie Case Study Database**](https://www.effie.org/case_database/cases) to view past examples.  Summary should not contain any confidential information.  *(Maximum: 90 words)* | |
| Provide answer. | |
| **STATEMENT OF EFFECTIVENESS**  Please provide a short statement (15 words maximum) on the effectiveness of your case. If your case is a winner, it may be shown on screen at the awards gala or in the promotion of your case if it is a finalist or winner.  The intention of this statement is to provide a better understanding of why your work was worthy of either finalist status or an award. It is an opportunity to showcase the success of your effort. You may choose to touch on your most important result, why the effort was effective or significant to the brand, the most important learning taken away from this case, or an interesting/fun fact about the work.  Examples:   * Moved familiarity from 24% to 62% with the core gaming audience * Earned over 600 million media impressions in just 8 weeks * Brought new users into a declining category and increased social interactions.   *(Maximum: 15 words)* | |
| Provide answer. | |
| **OTHER PUBLICITY MATERIALS CHECKLIST**  *The following materials will need to be uploaded to the entry portal.* | |
|  | **PRIMARY PUBLICITY IMAGE**  *Upload one high-res image (.jpg/.jpeg) of your creative work that best represents the essence of your case. This is the image Effie will use for publicity purposes & printed in the* [***Effie Winners Journal***](http://www.effiejournal.com/)*.* |
|  | **COMPANY LOGOS**  *Upload one logo for EACH of the credited lead agencies (1 required, 2 maximum) and the client companies (1 required, 2 maximum). You may either upload high-resolution .ai/.eps versions OR low resolution .jpg/.jpeg versions.* |
| ***Reminder: Creative Examples Provided for Judging will also be made public for all finalists & winners.  These details are outlined in*** [***Judging Materials section***](#JudgingMaterials) ***of this template.*** | |

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| **COMPANY CREDITS**  This information is not seen by judges. Effie will publicly celebrate all credited companies & individuals if your case becomes a finalist or winner.  **Credits cannot be removed or replaced after the entry is submitted** – it is critical that senior leadership reviews credits for accuracy. As confirmation, senior leadership is required to sign off on the Authorization & Verification Form, confirming credits are accurate & complete. Additions will only be accepted if space is available and require a HK$1,380 fee after time of entry. No additions/edits will be accepted after November 15, 2023. See the [**entry kit for full credit information**](https://www.effie.org/26/entry_details/2).  All entries submitted from the same agency office location should list the "Agency Name" precisely the same way to ensure your office is recognized as one. Communicate with your corporate/executive team, PR department, and other teams entering into this year's competition from your agency office to ensure you are entering each agency name accurately and consistently. |
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| **LEAD AGENCY(S)**  Entrants have the option to credit a **maximum of two lead agencies** (one required). If you credit a second lead agency, both agencies will be given equal recognition by Effie Worldwide in both publicity materials and the [**Effie Index**](http://www.effieindex.com). 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.  Lead agencies are considered final at time of entry and cannot be changed after time of entry. You may not add or remove a second lead agency after time of entry. | | |
|  | | |
| **LEAD AGENCY #1 (Required)** | | |
| **COMPANY NAME** |  | |
| **ADDRESS** |  | |
| **COMPANY TYPE**  *Select one.* | *Agency: Brand Identity*  *Agency: Business-to-Business*  *Agency: Data / Programmatic*  *Agency: Design*  *Agency: Digital / Interactive*  *Agency: Direct Marketing*  *Agency: Experiential / Event*  *Agency: Full-Service / Creative*  *Agency: Guerilla*  *Agency: Health   Agency: In-House*  *Agency: Media*  *Agency: Multicultural*  *Agency: Performance Marketing Agency: Production*  *Agency: Promotional*  *Agency: Public Relations*  *Agency: Shopper Marketing / Commerce*  *Agency: Other* | *Ad or Mar Tech*  *Brand / Client*  *Consultancy*  *Educational Institution*  *Media Owner*  *Research Company*  *Retailer*  *Startup Other* |
| **COMPANY SIZE**  *Select one.* | *1-50 Employees / 51-200 Employees / 201-500 Employees / 500+ Employees* | |
| **WEBSITE** |  | |
| **AGENCY NETWORK** |  | |
| **HOLDING COMPANY** |  | |
| **MAIN CONTACT**  *This contact will be considered a secondary point of contact on this entry should there be any questions/issues, and the entrant contact cannot be reached. This contact will also be sent a congratulatory note if your entry is a finalist/winner, along with key information about celebrating your success. This name will not be listed publicly.* | | |
| **FULL NAME** |  | |
| **JOB TITLE** |  | |
| **EMAIL ADDRESS** |  | |
| **PHONE NUMBER** |  | |
| **AGENCY PR CONTACT**  *This contact should be the person who handles PR for your agency. This contact may receive a congratulatory note if your entry is a finalist/winner. This name will not be listed publicly.* | | |
| **FULL NAME** |  | |
| **JOB TITLE** |  | |
| **EMAIL ADDRESS** |  | |
| **PHONE NUMBER** |  | |
| **CEO / TOP RANKING EXECUTIVE CONTACT**  *This contact may receive a congratulatory note if your entry is a finalist/winner but will not be added to our mailing lists. This name will not be listed publicly.* | | |
| **FULL NAME** |  | |
| **JOB TITLE** |  | |
| **EMAIL ADDRESS** |  | |
| **PHONE NUMBER** |  | |
|  | | |
| **LEAD AGENCY #2 (Optional)** | | |
| **COMPANY NAME** |  | |
| **ADDRESS** |  | |
| **COMPANY TYPE**  *Select one.* | *Agency: Brand Identity*  *Agency: Business-to-Business*  *Agency: Data / Programmatic*  *Agency: Design*  *Agency: Digital / Interactive*  *Agency: Direct Marketing*  *Agency: Experiential / Event*  *Agency: Full-Service / Creative*  *Agency: Guerilla*  *Agency: Health   Agency: In-House*  *Agency: Media*  *Agency: Multicultural*  *Agency: Performance Marketing Agency: Production*  *Agency: Promotional*  *Agency: Public Relations*  *Agency: Shopper Marketing / Commerce*  *Agency: Other* | *Ad or Mar Tech*  *Brand / Client*  *Consultancy*  *Educational Institution*  *Media Owner*  *Research Company*  *Retailer*  *Startup Other* |
| **COMPANY SIZE**  *Select one.* | *1-50 Employees / 51-200 Employees / 201-500 Employees / 500+ Employees* | |
| **WEBSITE** |  | |
| **AGENCY NETWORK** |  | |
| **HOLDING COMPANY** |  | |
| **MAIN CONTACT**  *This contact will be considered the main point of contact for the second lead agency. This contact will also be sent a congratulatory note if your entry is a finalist/winner, along with key information about celebrating your success. This name will not be listed publicly.* | | |
| **FULL NAME** |  | |
| **JOB TITLE** |  | |
| **EMAIL ADDRESS** |  | |
| **PHONE NUMBER** |  | |
| **AGENCY PR CONTACT**  *This contact should be the person who handles PR for your agency. This contact may receive a congratulatory note if your entry is a finalist/winner. This name will not be listed publicly.* | | |
| **FULL NAME** |  | |
| **JOB TITLE** |  | |
| **EMAIL ADDRESS** |  | |
| **PHONE NUMBER** |  | |
| **CEO / TOP RANKING EXECUTIVE CONTACT**  *This contact may receive a congratulatory note if your entry is a finalist/winner but will not be added to our mailing lists. This name will not be listed publicly.* | | |
| **FULL NAME** |  | |
| **JOB TITLE** |  | |
| **EMAIL ADDRESS** |  | |
| **PHONE NUMBER** |  | |

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| **CLIENT(S)**  Entrants are required to credit **at least one client company**. If there were two clients involved in your effort, credit the second client in the designated space below. Both clients will receive equal recognition in all publicity and in the [**Effie Index**](http://www.effieindex.com)if your case is a finalist or winner  Please note that for publicity purposes, both the Brand Name (as entered when creating your entry) and the Client Company (listed below) are recognized. If your brand has an overarching parent company, please input the client company here (vs. the brand). | | |
|  | | |
| **CLIENT #1 (Required)** | | |
| **COMPANY NAME** |  | |
| **ADDRESS** |  | |
| **COMPANY TYPE**  *Select one.* | *Agency: Brand Identity*  *Agency: Business-to-Business*  *Agency: Data / Programmatic*  *Agency: Design*  *Agency: Digital / Interactive*  *Agency: Direct Marketing*  *Agency: Experiential / Event*  *Agency: Full-Service / Creative*  *Agency: Guerilla*  *Agency: Health   Agency: In-House*  *Agency: Media*  *Agency: Multicultural*  *Agency: Performance Marketing Agency: Production*  *Agency: Promotional*  *Agency: Public Relations*  *Agency: Shopper Marketing / Commerce*  *Agency: Other* | *Ad or Mar Tech*  *Brand / Client*  *Consultancy*  *Educational Institution*  *Media Owner*  *Research Company*  *Retailer*  *Startup Other* |
| **COMPANY SIZE**  *Select one.* | *1-50 Employees / 51-200 Employees / 201-500 Employees / 500+ Employees* | |
| **WEBSITE** |  | |
| **CLIENT NETWORK** |  | |
| **MAIN CONTACT**  *This contact will be considered the main point of contact for the client. This contact will also be sent a congratulatory note if your entry is a finalist/winner, along with key information about celebrating your success. This name will not be listed publicly.* | | |
| **FULL NAME** |  | |
| **JOB TITLE** |  | |
| **EMAIL ADDRESS** |  | |
| **PHONE NUMBER** |  | |
| **CEO / TOP RANKING EXECUTIVE CONTACT**  *This contact may receive a congratulatory note if your entry is a finalist/winner but will not be added to our mailing lists. This name will not be listed publicly.* | | |
| **FULL NAME** |  | |
| **JOB TITLE** |  | |
| **EMAIL ADDRESS** |  | |
| **PHONE NUMBER** |  | |
|  | | |
| **CLIENT #2 (Optional)** | | |
| **COMPANY NAME** |  | |
| **ADDRESS** |  | |
| **COMPANY TYPE**  *Select one.* | *Agency: Brand Identity*  *Agency: Business-to-Business*  *Agency: Data / Programmatic*  *Agency: Design*  *Agency: Digital / Interactive*  *Agency: Direct Marketing*  *Agency: Experiential / Event*  *Agency: Full-Service / Creative*  *Agency: Guerilla*  *Agency: Health   Agency: In-House*  *Agency: Media*  *Agency: Multicultural*  *Agency: Performance Marketing Agency: Production*  *Agency: Promotional*  *Agency: Public Relations*  *Agency: Shopper Marketing / Commerce*  *Agency: Other* | *Ad or Mar Tech*  *Brand / Client*  *Consultancy*  *Educational Institution*  *Media Owner*  *Research Company*  *Retailer*  *Startup Other* |
| **COMPANY SIZE**  *Select one.* | *1-50 Employees / 51-200 Employees / 201-500 Employees / 500+ Employees* | |
| **WEBSITE** |  | |
| **CLIENT NETWORK** |  | |
| **MAIN CONTACT**  *This contact will be considered the main point of contact for the second client. This contact will also be sent a congratulatory note if your entry is a finalist/winner, along with key information about celebrating your success.* | | |
| **FULL NAME** |  | |
| **JOB TITLE** |  | |
| **EMAIL ADDRESS** |  | |
| **PHONE NUMBER** |  | |
| **CEO / TOP RANKING EXECUTIVE CONTACT**  *This contact may receive a congratulatory note if your entry is a finalist/winner but will not be added to our mailing lists.* | | |
| **FULL NAME** |  | |
| **JOB TITLE** |  | |
| **EMAIL ADDRESS** |  | |
| **PHONE NUMBER** |  | |

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| **CONTRIBUTING COMPANIES**  Entrants are required to credit all key strategic partners on an effort. You may **list up to four contributing companies**.  Contributing Company Main Contacts will be contacted if your entry becomes a winner & will not be listed publicly. | | |
|  | | |
| **CONTRIBUTING COMPANY #1 (Optional)** | | |
| **COMPANY NAME** |  | |
| **ADDRESS** |  | |
| **COMPANY TYPE**  *Select one.* | *Agency: Brand Identity*  *Agency: Business-to-Business*  *Agency: Data / Programmatic*  *Agency: Design*  *Agency: Digital / Interactive*  *Agency: Direct Marketing*  *Agency: Experiential / Event*  *Agency: Full-Service / Creative*  *Agency: Guerilla*  *Agency: Health   Agency: In-House*  *Agency: Media*  *Agency: Multicultural*  *Agency: Performance Marketing Agency: Production*  *Agency: Promotional*  *Agency: Public Relations*  *Agency: Shopper Marketing / Commerce*  *Agency: Other* | *Ad or Mar Tech*  *Brand / Client*  *Consultancy*  *Educational Institution*  *Media Owner*  *Research Company*  *Retailer*  *Startup Other* |
| **COMPANY SIZE**  *Select one.* | *1-50 Employees / 51-200 Employees / 201-500 Employees / 500+ Employees* | |
| **WEBSITE** |  | |
| **AGENCY NETWORK** |  | |
| **HOLDING COMPANY** |  | |
| **MAIN CONTACT**  *This contact will be considered the main point of contact for the contributing company. This contact will also be sent a congratulatory note if your entry is a finalist/winner, along with key information about celebrating your success. This name will not be listed publicly.* | | |
| **FULL NAME** |  | |
| **JOB TITLE** |  | |
| **EMAIL ADDRESS** |  | |
| **PHONE NUMBER** |  | |
|  | | |
| **CONTRIBUTING COMPANY #2 (Optional)** | | |
| **COMPANY NAME** |  | |
| **ADDRESS** |  | |
| **COMPANY TYPE**  *Select one.* | *Agency: Brand Identity*  *Agency: Business-to-Business*  *Agency: Data / Programmatic*  *Agency: Design*  *Agency: Digital / Interactive*  *Agency: Direct Marketing*  *Agency: Experiential / Event*  *Agency: Full-Service / Creative*  *Agency: Guerilla*  *Agency: Health   Agency: In-House*  *Agency: Media*  *Agency: Multicultural*  *Agency: Performance Marketing Agency: Production*  *Agency: Promotional*  *Agency: Public Relations*  *Agency: Shopper Marketing / Commerce*  *Agency: Other* | *Ad or Mar Tech*  *Brand / Client*  *Consultancy*  *Educational Institution*  *Media Owner*  *Research Company*  *Retailer*  *Startup Other* |
| **COMPANY SIZE**  *Select one.* | *1-50 Employees / 51-200 Employees / 201-500 Employees / 500+ Employees* | |
| **WEBSITE** |  | |
| **AGENCY NETWORK** |  | |
| **HOLDING COMPANY** |  | |
| **MAIN CONTACT**  *This contact will be considered the main point of contact for the contributing company. This contact will also be sent a congratulatory note if your entry is a finalist/winner, along with key information about celebrating your success. This name will not be listed publicly.* | | |
| **FULL NAME** |  | |
| **JOB TITLE** |  | |
| **EMAIL ADDRESS** |  | |
| **PHONE NUMBER** |  | |
|  | | |
| **CONTRIBUTING COMPANY #3 (Optional)** | | |
| **COMPANY NAME** |  | |
| **ADDRESS** |  | |
| **COMPANY TYPE**  *Select one.* | *Agency: Brand Identity*  *Agency: Business-to-Business*  *Agency: Data / Programmatic*  *Agency: Design*  *Agency: Digital / Interactive*  *Agency: Direct Marketing*  *Agency: Experiential / Event*  *Agency: Full-Service / Creative*  *Agency: Guerilla*  *Agency: Health   Agency: In-House*  *Agency: Media*  *Agency: Multicultural*  *Agency: Performance Marketing Agency: Production*  *Agency: Promotional*  *Agency: Public Relations*  *Agency: Shopper Marketing / Commerce*  *Agency: Other* | *Ad or Mar Tech*  *Brand / Client*  *Consultancy*  *Educational Institution*  *Media Owner*  *Research Company*  *Retailer*  *Startup Other* |
| **COMPANY SIZE**  *Select one.* | *1-50 Employees / 51-200 Employees / 201-500 Employees / 500+ Employees* | |
| **WEBSITE** |  | |
| **AGENCY NETWORK** |  | |
| **HOLDING COMPANY** |  | |
| **MAIN CONTACT**  *This contact will be considered the main point of contact for the contributing company. This contact will also be sent a congratulatory note if your entry is a finalist/winner, along with key information about celebrating your success. This name will not be listed publicly.* | | |
| **FULL NAME** |  | |
| **JOB TITLE** |  | |
| **EMAIL ADDRESS** |  | |
| **PHONE NUMBER** |  | |
|  | | |
| **CONTRIBUTING COMPANY #4 (Optional)** | | |
| **COMPANY NAME** |  | |
| **ADDRESS** |  | |
| **COMPANY TYPE**  *Select one.* | *Agency: Brand Identity*  *Agency: Business-to-Business*  *Agency: Data / Programmatic*  *Agency: Design*  *Agency: Digital / Interactive*  *Agency: Direct Marketing*  *Agency: Experiential / Event*  *Agency: Full-Service / Creative*  *Agency: Guerilla*  *Agency: Health   Agency: In-House*  *Agency: Media*  *Agency: Multicultural*  *Agency: Performance Marketing Agency: Production*  *Agency: Promotional*  *Agency: Public Relations*  *Agency: Shopper Marketing / Commerce*  *Agency: Other* | *Ad or Mar Tech*  *Brand / Client*  *Consultancy*  *Educational Institution*  *Media Owner*  *Research Company*  *Retailer*  *Startup Other* |
| **COMPANY SIZE**  *Select one.* | *1-50 Employees / 51-200 Employees / 201-500 Employees / 500+ Employees* | |
| **WEBSITE** |  | |
| **AGENCY NETWORK** |  | |
| **HOLDING COMPANY** |  | |
| **MAIN CONTACT**  *This contact will be considered the main point of contact for the contributing company. This contact will also be sent a congratulatory note if your entry is a finalist/winner, along with key information about celebrating your success. This name will not be listed publicly.* | | |
| **FULL NAME** |  | |
| **JOB TITLE** |  | |
| **EMAIL ADDRESS** |  | |
| **PHONE NUMBER** |  | |

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| **PRIMARY INDIVIDUAL CREDITS**  Individuals appear in all places credits are published where space is limited, including the [**Case Database**](https://www.effie.org/cases). Credits must be current or former team members of the credited companies. Maximum of 10 Primary Credits. | | | |
| **PRIMARY INDIVIDUAL CREDIT #1** | | **PRIMARY INDIVIDUAL CREDIT #2** | |
| **Full Name** |  | **Full Name** |  |
| **Job Title** |  | **Job Title** |  |
| **Company** |  | **Company** |  |
| **Email** |  | **Email** |  |
| **PRIMARY INDIVIDUAL CREDIT #3** | | **PRIMARY INDIVIDUAL CREDIT #4** | |
| **Full Name** |  | **Full Name** |  |
| **Job Title** |  | **Job Title** |  |
| **Company** |  | **Company** |  |
| **Email** |  | **Email** |  |
| **PRIMARY INDIVIDUAL CREDIT #5** | | **PRIMARY INDIVIDUAL CREDIT #6** | |
| **Full Name** |  | **Full Name** |  |
| **Job Title** |  | **Job Title** |  |
| **Company** |  | **Company** |  |
| **Email** |  | **Email** |  |
| **PRIMARY INDIVIDUAL CREDIT #7** | | **PRIMARY INDIVIDUAL CREDIT #8** | |
| **Full Name** |  | **Full Name** |  |
| **Job Title** |  | **Job Title** |  |
| **Company** |  | **Company** |  |
| **Email** |  | **Email** |  |
| **PRIMARY INDIVIDUAL CREDIT #9** | | **PRIMARY INDIVIDUAL CREDIT #10** | |
| **Full Name** |  | **Full Name** |  |
| **Job Title** |  | **Job Title** |  |
| **Company** |  | **Company** |  |
| **Email** |  | **Email** |  |

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| **SECONDARY INDIVIDUAL CREDITS**  Individuals only appear on the [**Case Database**](https://www.effie.org/cases)and do not appear elsewhere. Credits must be current or former team members of the credited companies. Maximum of 30 Secondary Credits. | | | | | |
| **SECONDARY INDIVIDUAL CREDIT #1** | | **SECONDARY INDIVIDUAL CREDIT #2** | | **SECONDARY INDIVIDUAL CREDIT #3** | |
| **Full Name** |  | **Full Name** |  | **Full Name** |  |
| **Job Title** |  | **Job Title** |  | **Job Title** |  |
| **Company** |  | **Company** |  | **Company** |  |
| **Email** |  | **Email** |  | **Email** |  |
| **SECONDARY INDIVIDUAL CREDIT #4** | | **SECONDARY INDIVIDUAL CREDIT #5** | | **SECONDARY INDIVIDUAL CREDIT #6** | |
| **Full Name** |  | **Full Name** |  | **Full Name** |  |
| **Job Title** |  | **Job Title** |  | **Job Title** |  |
| **Company** |  | **Company** |  | **Company** |  |
| **Email** |  | **Email** |  | **Email** |  |
| **SECONDARY INDIVIDUAL CREDIT #7** | | **SECONDARY INDIVIDUAL CREDIT #8** | | **SECONDARY INDIVIDUAL CREDIT #9** | |
| **Full Name** |  | **Full Name** |  | **Full Name** |  |
| **Job Title** |  | **Job Title** |  | **Job Title** |  |
| **Company** |  | **Company** |  | **Company** |  |
| **Email** |  | **Email** |  | **Email** |  |
| **SECONDARY INDIVIDUAL CREDIT #10** | | **SECONDARY INDIVIDUAL CREDIT #11** | | **SECONDARY INDIVIDUAL CREDIT #12** | |
| **Full Name** |  | **Full Name** |  | **Full Name** |  |
| **Job Title** |  | **Job Title** |  | **Job Title** |  |
| **Company** |  | **Company** |  | **Company** |  |
| **Email** |  | **Email** |  | **Email** |  |
| **SECONDARY INDIVIDUAL CREDIT #13** | | **SECONDARY INDIVIDUAL CREDIT #14** | | **SECONDARY INDIVIDUAL CREDIT #15** | |
| **Full Name** |  | **Full Name** |  | **Full Name** |  |
| **Job Title** |  | **Job Title** |  | **Job Title** |  |
| **Company** |  | **Company** |  | **Company** |  |
| **Email** |  | **Email** |  | **Email** |  |
| **SECONDARY INDIVIDUAL CREDIT #16** | | **SECONDARY INDIVIDUAL CREDIT #17** | | **SECONDARY INDIVIDUAL CREDIT #18** | |
| **Full Name** |  | **Full Name** |  | **Full Name** |  |
| **Job Title** |  | **Job Title** |  | **Job Title** |  |
| **Company** |  | **Company** |  | **Company** |  |
| **Email** |  | **Email** |  | **Email** |  |
| **SECONDARY INDIVIDUAL CREDIT #19** | | **SECONDARY INDIVIDUAL CREDIT #20** | | **SECONDARY INDIVIDUAL CREDIT #21** | |
| **Full Name** |  | **Full Name** |  | **Full Name** |  |
| **Job Title** |  | **Job Title** |  | **Job Title** |  |
| **Company** |  | **Company** |  | **Company** |  |
| **Email** |  | **Email** |  | **Email** |  |
| **SECONDARY INDIVIDUAL CREDIT #22** | | **SECONDARY INDIVIDUAL CREDIT #23** | | **SECONDARY INDIVIDUAL CREDIT #24** | |
| **Full Name** |  | **Full Name** |  | **Full Name** |  |
| **Job Title** |  | **Job Title** |  | **Job Title** |  |
| **Company** |  | **Company** |  | **Company** |  |
| **Email** |  | **Email** |  | **Email** |  |
| **SECONDARY INDIVIDUAL CREDIT #25** | | **SECONDARY INDIVIDUAL CREDIT #26** | | **SECONDARY INDIVIDUAL CREDIT #27** | |
| **Full Name** |  | **Full Name** |  | **Full Name** |  |
| **Job Title** |  | **Job Title** |  | **Job Title** |  |
| **Company** |  | **Company** |  | **Company** |  |
| **Email** |  | **Email** |  | **Email** |  |
| **SECONDARY INDIVIDUAL CREDIT #28** | | **SECONDARY INDIVIDUAL CREDIT #29** | | **SECONDARY INDIVIDUAL CREDIT #30** | |
| **Full Name** |  | **Full Name** |  | **Full Name** |  |
| **Job Title** |  | **Job Title** |  | **Job Title** |  |
| **Company** |  | **Company** |  | **Company** |  |
| **Email** |  | **Email** |  | **Email** |  |

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| **PUBLICATION PERMISSION SETTINGS**  To support Effie Worldwide’s mission as a 501c3 non-profit organization, finalists & winners are featured as part of Effie’s educational programs, including the Case Database. Select publication permission settings for your written entry (choose one).Review full details on Publication options & confidentiality in the [**Entry Kit**](https://aaaa.com.hk/storage/effie-award-rules/May2023/A6MxwDVZivFCQqidv8F3.pdf). | | |
| Publish My Written Case As It Was Submitted | | Publish My Written Case As An Edited Version  *Note: You may not redact entire results section.* |
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|  | **COMPETITION TERMS & RULES**  Agree to competition terms & rules. | |

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| **SAMPLE OF AUTHORIZATION & VERIFICATION FORM** | |
| **AUTHORIZATION & VERIFICATION FORM**    Required: Upload 1 signed copy of this form (electronic signatures are not accepted). All Company/Individual Credits & Publication Permission must be completed before printing and signing this form.  The Authorization & Verification form must be signed off by an agency or client executive in a departmental or account leadership position (e.g. Head of Account Planning, Head of Client Services, Group Account Director, etc.).Please carefully review this document in its entirety and sign the designated space at the end of the document.  I \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_     (Print Name)                        (Print Title)                                          (Print Company)    certify on behalf of:    \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ and                               (Print Lead Agency(s))    \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_                                     (Print Client(s))    The following information is accurate and the policies outlined are understood and accepted:  **ACCURACY OF ENTRY INFORMATION & AUTHORIZATION OF SUBMISSION**:   * The information submitted in this entry is a true and accurate portrayal of the case's objectives and results. * The case ran between August 1,2022 and July 31,2023 in Hong Kong. * Entry constitutes permission to be included in a data set for Effie Awards research purposes that do not   breach confidentiality.   * The terms and rules of the competition, as outlined on the Permissions & Authorization tab of the online   entry area, are agreed to.   * My effort is suited to the above-listed category and follows the guidelines/restrictions outlined within the   category definition.    **ACCURACY OF COMPANY & INDIVIDUAL CREDITS:**   * All agency and client names are listed properly in accordance to company policy and precisely as the   companies should be listed in the Effie Effectiveness Index® and in all forms of publicity. I understand that if this entry becomes a finalist or winner, these companies will receive credit in the Effie Index and will be publicized by Effie Worldwide/Effie Awards and any relevant partners.   * All integral strategic partners are credited and given the appropriate level of credit:   + **Lead Agency**:  The entering agency, responsible for the key components of the effort.   + **Client:** The client company. Where relevant, the Client Name should be the overarching client company, which may be different from the Brand Name.   + **Additional Lead Agency (if applicable-1 max)**: Contributed so integrally to the success of the effort that this agency should receive equal billings as the entering Lead Agency.   + **Additional Client (if applicable-1 max)**: A second client on the effort.   + **Contributing Companies (if applicable-4 max)**: Contributed significantly to the success of the effort. 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I confirm that   the credits submitted are accurate and complete.   * No companies and individuals integral to this submission are omitted from the credits listed.     **CREDIT AMENDMENT POLICY:**   * Company and individual credits cannot be removed nor replaced after time of entry.      * The Lead Agency and Additional Lead Agency (if applicable) are considered final at the time of entry and   cannot be removed or added after the entry is submitted and accepted by Effie Worldwide.     * Additional contributing company credits and individual credits can be added after the entry is finalized and accepted by Effie Worldwide only if the entry did not already credit the maximum number of contributing companies and individuals permitted. Credit additions require a HK$1,380.00 fee per change and are not permitted after November 15, 2023.      * Alterations to the spelling/formatting of existing company and individual credits must be submitted by   November 15, 2023 and require a HK$1,380.00 fee.     * All contributing company and individual credit additions or amendments must be submitted by no later   than November 15, 2023, and are subject to a HK$1,380 fee per change. No individual or contributing company credit additions will be accepted after November 15, 2023.     * All credit requests will be reviewed and accepted at the discretion of Effie Worldwide and are not   guaranteed.    **PLEASE CAREFULLY REVIEW THE BELOW COMPANY & INDIVIDUAL CREDITS. BY SIGNING THIS FORM, YOU ARE CONFIRMING COMPANY AND INDIVIDUAL CREDITS ARE FINAL AND COMPLETE - ALL STRATEGIC PARTNERS ON THIS EFFORT ARE CREDITED.**  **PUBLICATION PERMISSION: WRITTEN CASE**  **Shape**    Publish My Written Case As It Was Submitted            **Shape**   Publish My Written Case As An Edited Version         Authorized Signature:\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_  Date: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ |

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