



**effie**AWARDS

HONG KONG

**EXCELLENCE IN MARKETING EFFECTIVENESS**

**internationally recognised for the local pride**

**2021 ENTRY KIT**

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## Welcome to the Effie Awards Hong Kong 2021!

The Effie® Awards are known by advertisers and agencies globally as the pre-eminent award in the industry, and recognise any and all forms of marketing that contribute to a brand's success.

Launched in 1968 by the New York American Marketing Association as an awards program to celebrate the most effective advertising efforts, the Effie Awards today honour all forms of effective marketing and the companies and individuals creating effective work across the globe. In July 2008, the New York AMA assigned its rights in the Effie brand over to a separate non-profit organisation, Effie Worldwide, to continue to enhance Effie's mission and educational offerings.

Effie Worldwide stands for effectiveness in marketing, spotlighting ideas that work and encouraging thoughtful dialogue about the drivers of marketing effectiveness. The Effie network collaborates with some of the top research and media organisations worldwide to bring its audience relevant and first-class insights into effective marketing strategy. For over 50 years, winning an Effie has become a global symbol of achievement. Today, Effie celebrates effectiveness worldwide with over 50 programs, including the Global Effies, regional programs in Asia-Pacific, Europe, the Middle East / North Africa and Latin America, and national Effie programs.

HK4As has proudly organised and presented the Effie Awards Hong Kong since 2004. This year, we aim to champion local excellence in marketing effectiveness and bring it on to the international level. It's truly a global recognition for the local pride!

Onwards!!

HK4As

### 2021 Effie Calendar

10 <sup>th</sup> March, 2021	Call for Entry
16 <sup>th</sup> April, 2021	Early Bird closes
30 <sup>th</sup> April, 2021	Deadline for Entries
10 <sup>th</sup> May, 2021	Deadline for Late Entries (Late Charge Applies)
21 <sup>st</sup> May – 14 <sup>th</sup> June, 2021	Round One Judging
25 <sup>th</sup> June, 2021	Round Two Judging
TBC	Grand Effie Judging & Awards Presentation

Entries can **ONLY BE SUBMITTED ONLINE** at <https://effie-hk.acclaimworks.com>.

 Note: This entry kit is only for reference. Please click on to the [entry portal](#) for most accurate or updated information set up by Effie Worldwide.

Before you begin, **DOWNLOAD TEMPLATE ENTRY FORMS**. It will help you craft an effective entry. There are dedicated Entry Forms for submissions into the Performance Marketing and Sustained Success categories. All other category submissions use the main entry form.

There are three (3) entry forms for the 2021 Effie Hong Kong competition:

-  Main Entry Form
-  Sustained Success Entry Form
-  Marketing Innovation Solutions Entry Form

### Eligibility

The Effie Organiser (HK4As) 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 2021 programme. Entries do not abide to the Call for Entries will be disqualified and fees will not be refunded.

### Eligibility Requirements

Marketing campaigns that were launched between **1<sup>st</sup> May 1, 2019** and **30<sup>th</sup> April, 2021** are eligible for entry. The result achieved by the campaign must be made in Hong Kong i.e. works generated and created in Hong Kong by HK Agencies, ran in HK, and attributed and addressed to the HK market directly.

- 👉 *Special circumstance:* If work launched in April 2019 or ended May 2021, you may include work/results from that period for review by the judges.
- 👉 *Sustained Success category eligibility:*  
The Sustained Success Effie Award honours efforts that succeeded for two or more years in Hong Kong. The efforts could start from as early as 1<sup>st</sup> June, 2017 and run until 30<sup>th</sup> May, 2019. In summary, any two-year efforts run consecutively between 1<sup>st</sup> June, 2017 and 30<sup>th</sup> April, 2021 are eligible for entry. Entries must include work and results from the initial year to the completion year. Interim year results are needed for three-year efforts. All results must be isolated to Hong Kong during this time period. Including results beyond the end of the eligibility period is grounds for disqualification.

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.

### Entering Multiple Categories

To encourage great work, you may enter an effort only into one Industry category but multiple Specialty categories. Each entry should be customised to speak to the specifics of each entered category.

### Effie Categories

The product and service examples contained in the following 2021 Effie Awards Categories are intended as a guide for your campaign submission. The Effie Organising Committee reserves the right to re-categorise 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.

### Industry Categories

#### Industries

- Automotive
- Banking and Financial Services
- Beauty / Fragrance / Personal Care
- Beverages – Alcohol / Non-Alcohol
- Culture & The Arts
- Delivery Services <sup>New</sup>
- Education & Training <sup>New</sup>
- Fashion & Accessories
- Fast Moving Consumer Goods
- Furniture
- Gaming & E-Sports <sup>New</sup>
- Government Services / Non-Profit Organisations or Activities/  
Transportation / Utilities
- Health & Wellness <sup>New</sup>
  - Health, Fitness & Wellness
  - Healthcare Services
  - Over-the-counter (OTC)
- Insurance
- Luxury Goods <sup>New</sup>
- New Product & Services Introduction <sup>New</sup>
- Office/ Computer Equipment/ Electrical Appliances
- Pet Care
- Real Estate Agents / Real Estate Developments
- Restaurants / Fast Food
- Supermarkets / Shops & Stores / Retail / Etail
- Telecom & Internet Services / Media & Home Entertainment /  
Electronics
- Travel / Tourism / Recreational / Leisure Facilities

## Specialty Categories

### General Specialties

- Brand Experience - Live / Digital / Live & Digital
- Business to Business
- Use of Content

### Business Challenges

- Corporate Reputation
- David vs. Goliath
- Marketing Disruptors <sup>New</sup>
- Small Budgets: Non-Profit, Products, Services
- Sustained Success: Non-Profit, Products Services

### Commerce & Shopper <sup>New</sup>

- Brand Experience
- Crisis Response / Critical Pivot <sup>New</sup>
- Data-Driven
- E-Commerce <sup>New</sup>
- New Product / Service Introduction <sup>New</sup>

### Digital

- Influencer Marketing <sup>New</sup>
- Performance Marketing <sup>New</sup>
- Social Media Marketing

### Health & Wellness: Disease Awareness & Education <sup>New</sup>

- Charitable / Research Funding
- Non-Profit
- Pharma / Corporate

### Media Planning & Innovation

- Data-Driven
- Media Idea
- Media Innovation: Emerging & New Channels / Existing Channels

### Marketing Innovation Solutions <sup>New</sup>

- Business / Product / Service Innovation
- Customer Experience

### Positive Change <sup>New</sup>

- Environmental: Brands, Non-Profit
- Social Good: Brands, Non-Profit

### Topical & Annual Events

- Crisis Response / Critical Pivot <sup>New</sup>
- Current Events <sup>New</sup>
- Seasonal Marketing – Products / Services

## Industry Categories

### **Automotive**

All vehicles including cars, trucks, motorcycles, vans, both brand and model advertising; automotive aftermarket products such as gasoline, motor oil, tyres, batteries, paint, quick-lube, oil change, muffler, transmission, windshield wipers, enhancements, etc.

### **Banking & Financial Services**

Products and services including: overall corporate/brand image and capabilities of a financial institution; specific products or services including credit/debit cards, reward/loyalty cards, financial planning, mobile payment services, retirement funds, investment, home banking, loans, mortgage, mutual funds, etc.

### **Beauty / Fragrance / Personal Care**

Includes cosmetics, fragrances, hair products, dental products, nail products, skincare treatments, salons, spas, etc.

### **Beverages: Alcohol / Non-Alcohol**

Beer, champagne, liquor, wine, hard seltzers, wine coolers; non-alcoholic beverages include diet and non-diet soda, coffee, tea, juices, milk, milk substitutes, bottled water, sparkling water and energy drinks, etc.

### **Culture & The Arts**

Museums, plays, immersive experiences, music organisations and festivals, concert series, cultural festivals, theatre festivals.

### **Delivery Services** New

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

### **Education & Training** New

Includes all educational organisations and institutions, training programmes, job/career sites, etc.

### **Fashion & Accessories**

Includes all fashion, accessories, jewellery, eyewear, styling services, clothing rentals, etc.

### **Fast Moving Consumer Goods**

All fast-moving consumer goods products (both food & non-food), including food and drinks, toiletries, cleaning products, household goods.

## **Furniture**

Retailers that sell home furnishing products, accessories, housewares or ready-to-assemble furniture which are associated with the comfort of home life.

## **Gaming & E-Sports** New

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

## **Government Services / Non-Profit Organisations or Activities / Transportation / Utilities**

*Government Services:* Political/election campaigns, public information, armed forces marketing communications.

*Non-Profit Organisations or Activities:* Not-for-profit, charities, non-profit Organisations and its activities.

*Transportation:* All transport related services, including public transport, ride sharing and hailing services, subway systems, bike shares, car rentals, etc.

*Utilities:* companies that supply the community with services on electricity, gas, water and broadband network.

## **Health & Wellness** New

(refer to Health & Wellness Effie section on page 20)

## **Insurance**

Communications promoting specific products or services related to insurance and the capabilities of financial institutions offering these services. All types of insurance are eligible (home, auto, financial, life, health, travel, business, etc.)

## **Luxury Goods** New

Includes products, services and experiences that target to upmarket consumers and customers.

## **New Product & Services Introduction** New

Any effort used to introduce a new product or service that is not a line extension. Brand new products or new products in a new category are eligible. Effie defines line extension as:

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

**Office / Computer Equipment / Electrical Appliances**

Includes office furniture & fixtures, smartphones, tablets, computers, phones, smartwatches, consumer & office electronics, etc.

**Pet Care**

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

**Real Estate Agents / Real Estate Developments**

Home/Office rentals, both residential and commercial project.

**Restaurants / Fast Food**

Quick service, casual dining, cafés and restaurants. Any type of restaurant or fast food may enter.

**Supermarkets / Shops & Stores / Retail / Etail**

Open to all retail companies (online and/or brick & mortar) with general or specific merchandise, including department stores; all scales of supermarkets, discount/bulk retailers; online retailers and other specialty stores, etc.

**Telecom & Internet Services / Media and Entertainment / Electronics**

*Telecom & Internet:* Mobile network providers, high-speed internet access services, online services, bundled communications (internet, telephone, and TV).

*Media & Entertainment:* TV stations/networks, websites (entertainment, lifestyles, news, trade, etc.) magazines, newspapers, consumer or trade media, radio station, broadcasters, etc.

*Electronics:* Devices may be aimed at consumers or businesses. TVs, radios, mobile devices, home entertainment, laptops, tablets, cameras, computer hardware, game console, drones, external or integrated VR/AR devices, sound systems, etc.

**Travel / Tourism / Recreational / Leisure Facilities**

It includes all forms of travel/tourism including cruises, hotels, resorts, amusement parks, travel websites and booking services, travel tours, tourism campaigns, etc.

## Specialty Categories

### General Specialty

#### **Brand Experience: Live / Digital / Live & Digital**

This category is not for efforts that focused on TV, radio or print ads to connect with an audience. It is meant to showcase how you can create a brand experience beyond traditional advertising. Work that truly brought a brand or product to life and interacted with a specific audience to achieve desired objectives should be entered. You may have re-invented the product demo, re-imagined the pop-up store, or led a “brick and mortar” retail overhaul; you could have created a new game, an alternate or virtual reality experience or interactive/immersive film experience that effectively showcases a new product or brand personality – it could have been anything. As long as you can prove it truly came alive and worked. The winners of this award will show how advertisers are reaching out to their audiences to establish meaningful relationships, memorable, engaging experiences, and unique connections with their brands.

Entrants must address how the brand experience related back to the overall brand strategy. Judges will expect to understand the ‘participation’ in the experience as a core factor.

As with all Effie categories, you can enter whether your work brought the brand to life as the entire marketing effort or as part of the larger marketing programme.

#### **Business to Business**

This category is for marketing efforts from businesses targeting other businesses. Business-to-business efforts for any type of product or service, from any marketplace segment, are eligible to enter.

#### **Use of Content**

This category is for efforts that effectively reached their audience through the creation of original branded content that is not advertising. The award honours branded content led ideas that are the heart of the communications programme.

## Business Challenges

### Corporate Reputation

This category is for marketing efforts that promote corporations, not exclusively their products. Includes sponsorships, image & identity. In addition to presenting metrics related to the reputation, entrants are encouraged to also address how these metrics relate to the business of the brand and why they are important.

### David vs. Goliath

This is an award for smaller, new, or emerging brands:

- making inroads against big, established leaders
- taking on “sleeping giants”
- moving into a new product/service field beyond their current category and set of competitors to tackle a dominant leader

Entrants must detail the business challenge, the competitive landscape, and how their business succeeded despite the odds. You are required to define your competitive landscape, including the market difference between the David and Goliath to demonstrate why your brand was a David.

Judges will deduct from your case if you do not sufficiently prove that your brand is a David in the situation.

### Marketing Disruptors <sup>New</sup>

This award is for efforts that grew their business / brand by changing the marketing model in ways that drive the industry forward. A marketing disruptor of any size can enter. Entrants must detail the marketing challenge, the competitive landscape and how they succeeded by changing the existing marketing model for the brand / category.

### Small Budgets: Non-Profit / Products / Services

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.

### Sustained Success: Non-Profits / Products / Services

The Sustained Success Effie Award honors efforts that succeeded for two or more years in Hong Kong. The efforts could start from as early as 1<sup>st</sup> June, 2017 and run until 30<sup>th</sup> May, 2019. In summary, any two-year efforts run consecutively between 1<sup>st</sup> June, 2017 and 30<sup>th</sup> April, 2021 are eligible for entry. Entries must include work and results from the initial year to the completion year. Interim year results are needed for three-year efforts. All results must be isolated to Hong Kong during this time period. Including results beyond the end of the eligibility period is grounds for disqualification.

*Note:* There is a special entry form and different creative requirements for the Sustained Success Award. The creative requirements, including different rules for the creative reel, can be found in the Sustained Success section and the Sustained Success entry form.

### Commerce & Shopper <sup>New</sup>

#### **Brand Experience**

This award will feature work that truly brought a brand, product or retailer to life – either literally or virtually – and interacted with shoppers to influence conversion. You may have re-invented the product demo, re-imagined the pop-up store, or led a “brick and mortar” retail overhaul, or created a new game/interactive film experience that effectively showcases a new product or brand personality. As long as it truly came alive and worked. The winners of this award will show how brands and/or retailers are reaching out to their audiences to establish meaningful relationships, memorable engaging experiences, and unique connections. Entrants in the Brand Experience category must address how the brand experience related back to the overall brand strategy.

#### **Crisis Response / Critical Pivot** <sup>New</sup>

This award is for brands that created positive change by effectively pivoting their marketing programme or business activities in response to significant structural and cultural shifts (e.g. COVID-19, diversity, etc.) in the current landscape. Entrants will need to demonstrate the effectiveness of the action for the brand. Examples can include a pivot in positioning, a change in portfolio management, a digital acceleration, etc.

#### **Data-Driven**

Brands and retailers using data, analytics, and technology to identify and match the right shopper to the right message at the right time should enter this category. Award submissions should explain how entrants utilised data (i.e., category data, retail channel data, shopper data) to guide commercial growth strategies, support the shopper journey, and ultimately meet their business objectives and impact the purchase decision. Highlight any advanced analytic capabilities that contributed to the success of the programme, such as market mix modelling, price elasticity, and Return On Investment (ROI) measurement & analysis.

#### **E-Commerce** <sup>New</sup>

The category is for campaigns that effectively used insights, strategy, creative and analytics to drive e-commerce shopper conversion. By utilising data, and a deep understanding of the shopper, brands and retailers can succeed in an e-commerce setting.

A successful effort will combine strong shopper knowledge with digital marketing practices to increase conversion online. The effort must be based on a shopper insight(s) and be shopper-driven. Explain the strategy of how the effort went to market with e-commerce. Submissions in this category will be solely evaluated on e-commerce effectiveness.

#### **New Product / Service Introduction** <sup>New</sup>

To enter this category, your case must address the commerce/shopper effort surrounding the launch of your new product/service. Whether it is the creation of a whole new brand, a new product from an existing brand, or a new line extension, submissions in this category need to present how shopper insights were leveraged to overcome the barriers faced by products/services being launched for the first time.

If you are submitting an effort that was part of or inspired by a national campaign, explain how you adapted it for the shopper and the retailer.

## Digital

### **Influencer Marketing** New

This category honours those brands that effectively worked with key influencers to reach their target audience to achieve short or long-term marketing goals. Key influencers/opinion leaders may be a social media / vertical platform leader, brand ambassador, bloggers, etc. from micro to macro.

Clearly identify what the strategy was, who your audience was, and why the influencer was important to your audience. Explain what the influencer did for your audience. Explain why the brand selected that influencer, how they were used to carry out marketing activities, and what consumer behaviours were impacted and how the business was impacted.

### **Performance Marketing** New

This category recognises the most effective performance marketing efforts. To participate your effort must be led by performance marketing and you must demonstrate how your effort drove results for the business using performance marketing KPIs.

*Note:* Entrants must use the performance marketing entry form when submitting under this category.

### **Social Media Marketing**

This category is for campaigns that set out with the explicit purpose of using social as the primary touchpoint or have social at their heart. The kind of idea that is specifically designed to take advantage of the socially connected consumer and the influence of social. Judges are looking for campaigns that begin with a social idea, as opposed to advertising or integrated campaigns with a social media element. They will need a clear rationale for why social was the right way to tackle the brief, and evidence of how social activity measurably and materially drove the commercial result. It is not enough to count the number of impressions, likes or shares. You will need to measure and prove the commercial value of social through the direct effect it had on audience behaviour or perceptions and demonstrate correlation with the achieved business results.

### **Health & Wellness: Disease Awareness & Education** New

(refer to Health & Wellness Effie section on page 20)

## Media Planning & Innovation

### **Data-Driven**

Data-driven media is the application of data and technology to identify and match the right audiences to the right message at the right moments. These efforts should prove how they specifically utilised data to optimise media to improve business outcomes (brand KPIs, ROI, performance marketing measures, etc.). The best examples will recognise the interplay and application of automation, applied technology, and human and artificial intelligence (AI) to deliver to a precise audience and achieve the best results.

To enter, your case must detail the role that data had within the media strategy in achieving the brand and business goals.

Submissions are expected to:

- Utilise personalised/custom-tailored creative messages.
- Explain how data impacted the media plan through clear measurement & analytics.
- Demonstrate the insights captured from data used to understand audience.

### **Media Idea**

This is about outstanding effectiveness as a result of media-led ideas. The line between what constitutes a creative idea and a media idea is blurring. There are occasions when the media idea drove the entire effort. Of course, media cannot exist without the content, but this award is intended to recognise those cases that were led by the media thinking - where the integration of media and message led to success. The award honours media-led ideas that are powerful enough to become the genesis of the marketing programme itself, to the extent that the programme would not have been successful without the strategic media idea.

### **Media Innovation: Emerging & New Channels / Existing Channels**

Changing the rules to maximise impact.

This award will showcase those who had the insight and creativity to change the way a particular media channel is consumed or to create a new channel. The award will go to those who reached out of the conventional approach to grab their audience and effectively engage with them.

Whether the effort was one execution or multiple, and/or used one engagement channel or multiple - the work must represent new and creative usage of the media channels we know and love, or have not yet met.

*Note:* All entries must specifically address what was innovative and the results achieved. Write the entry to address the category situation and provide clear articulation of how the media was used innovatively.

## Marketing Innovation Solutions <sup>New</sup>

### **Business / Product / Service Innovation**

In this category, innovative single marketing & business activities or entire marketing programmes will be awarded. You can submit any action or business idea regarding innovation for the product, service or business that has had an exceptionally positive impact on the market position of a business, brand, product or service. If communication was a significant element of marketing mix, work should be submitted in another competition category of Effie.

Examples of eligible activities in this category include: product/service innovation; change in packaging, both in terms of its appearance and size; design, technology or UX innovation for the business, product or service; consumer involvement in product development; operation change, etc.

### **Customer Experience**

In this category, innovative single marketing & business activities or entire marketing programmes will be awarded. You can submit any action or business idea regarding customer experience innovation that has had an exceptionally positive impact on the market position of a business, brand, product or service. If communication was a significant element of marketing mix, work should be submitted in another competition category of Effie.

Examples of eligible activities in this category include: design, technology or UX innovation for the customer experience; consumer involvement in product development; introduction/change of a loyalty programme, introduction of a new distribution channel, etc.

## Positive Change <sup>New</sup>

### **Positive Change: Environmental**

The Positive Change: Environmental category celebrates efforts that have measurably shifted audience behaviour toward more environmentally sustainable choices, and/or grown demand for more sustainable products and services by incorporating environmentally-conscious messaging into their marketing.

Winners of this award showcase how effective marketing programmes that incorporate sustainable strategies can make a positive difference for brands and for the environment.

Over and above the standard Effie requirements to demonstrate a positive impact on business, there are specific areas of interest that relate to this award.

Efforts entered must have as one of their main strategic objectives changing audience behaviour towards more environmentally sustainable choices and environmentally conscious messaging must be a part of the marketing.

Entrants should address how the sustainability goal relates back to the overall brand and business strategy.

Criterion for this award is the result of behaviour change toward more environmentally sustainable choices, with these elements being considered in judging:

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

### **Positive Change: Environmental – Brands**

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

### **Positive Change: Environmental – Non-Profit**

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

## Positive Change

### **Positive Change: Social Good**

The Positive Change: Social Good category celebrates marketing efforts proven effective in addressing a social problem or in expanding an existing programme in ways that benefit our society. Any effort that sets out to give back in some way for the greater good is eligible to enter. Maybe it was for profit, maybe not. Maybe you got paid, maybe you didn't. Any and all marketing efforts, whether full campaigns or unique efforts within a campaign are eligible to enter as long as measurable results exist.

#### **Positive Change: Social Good – Brands**

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

#### **Positive Change: Social Good – Non-Profit**

Recognising non-profit organisations and associations whose marketing efforts have effectively driven positive change for society and successfully contributed back to the organisation's purpose. Campaigns must show measurable impact and proven results in support of the cause.

## Topical & Annual Events

### **Crisis Response / Critical Pivot** New

This award is for brands that created positive change by effectively pivoting their marketing programme or business activities in response to significant structural and cultural shifts (e.g. COVID-19, diversity, etc.) in the current landscape. Entrants will need to demonstrate the effectiveness of the action for the brand. Examples can include a pivot in positioning, a change in portfolio management, a digital acceleration, etc.

### **Current Events** New

This category is for cases that effectively leveraged immediate relevance, interest or importance via a targeted marketing/PR strategy around current news & events (e.g. World Cup, Olympics, economic situations, social issues, etc.).

*Note:* Annual events should enter the Seasonal Marketing specialty category.

### **Seasonal Marketing – Products / Services**

Seasons, holidays and annual events allow marketers the opportunity to build strategic efforts based on the time-based interests of their target audience. This category will honour those efforts that effectively capitalised on a season, holiday or annual cultural event to drive results for their business.

### Health & Wellness <sup>New</sup>

Honouring effective marketing within the healthcare industry. Please note these categories feature both Industry categories (max 1 per effort) and Specialty Categories.

#### Industry Categories

##### **Health, Fitness & Wellness**

Unregulated products/services focused on consumer health and/or promoting a healthy lifestyle. Includes digital health products, fitness trackers, health/fitness apps, exercise equipment, nutraceuticals, vitamins, energy bars and drinks, etc.; fitness studios; weight loss and fitness programmes/camps, training camps and facilities, etc.

##### **Healthcare Services**

Efforts that were developed for hospitals, Health maintenance organisations (HMOs), health insurance companies, referral services, dental and medical care services, pharmacies or chronic care facilities. Efforts may be targeted to healthcare professionals, patients and/or consumers.

##### **Over-the-counter (OTC)**

Efforts for products that are sold without a prescription that address specific health conditions. Efforts may be targeted to healthcare professionals, patients and/or consumers. Only products that address a specific health condition should enter this category – there are separate categories for Beauty / Fragrance / Personal Care efforts.

#### Specialty Categories

##### **Health & Wellness: Disease Awareness & Education**

*Note:* Disease Awareness & Education efforts must enter one of these categories – they may not enter Positive Change.

##### **Disease Awareness & Education – Charitable / Research Funding**

Efforts dedicated to generating funding/donations/support for research, treatment and care of specific health conditions.

##### **Disease Awareness & Education – Non-Profit**

Public health and non-profit cause marketing efforts produced to raise awareness/education about specific health conditions. Efforts may be targeted to healthcare professionals, patients and/or consumers.

##### **Disease Awareness & Education – Pharma / Corporate**

Brand / client efforts designed to educate and/or promote health awareness. Efforts may be targeted to either healthcare professionals, patients and/or consumers.

## Judging Process

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

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

Scores will be assigned for:

- |   |               |
|---|---------------|
| <b>1. Challenge, Context &amp; Objectives</b> | <b>23.3%</b>  |
| <b>2. Insight &amp; Strategic Idea</b>        | <b>23.3%</b>  |
| <b>3. Bringing the Idea to Life</b>           | <b>23.3%</b>  |
| <b>4. Results</b>                             | <b>30.0 %</b> |

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.

## Round One of Judging

Online

## Round Two of Judging

Shortlisted finalists from the round one will be further judged - in Hong Kong or online (TBC). Gold, Silver, Bronze winners, will be conferred in this round

## Grand Effie Judging

Of all the Gold winners, a Grand Effie may be selected by either the Round Two Jury or a special jury

## 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**

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

Judges do not like entries that are difficult to read

### **Concise**

Use the relevant fields provided in the online entry form and stick to the limit of 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.

## Top Entry Tips from Judges

- 👏 **"Start with the executive summary** before you try to write individual sections. Get your overall story really strong, crisp, clear, and inspiring."
- 👏 "Be sure to provide **context**; most judges don't know your category or what success looks like."
- 👏 **"Don't underestimate the power of a concise, well-written story.** It is not only refreshing -- it encourages high marks. Less is more!"
- 👏 "The entrants who build their cases from a place of **honesty, authenticity, and simplicity** vs. marketing jargon were really the strongest."
- 👏 **"Craft a real insight.** One that is true to the audience and brand - not just an observation, data point or an expected statement about the target audience."
- 👏 "Remember that communications strategies include both creative and media strategies - not just tactics."
- 👏 **"Make sure your creative reel doesn't just reiterate what you said in your entry.** Use it to complement that information."
- 👏 **"Be transparent with the results,** and how they **clearly connect to the objectives.** Don't try to fake it and write objectives to meet existing results. We can tell and will ding you for it."
- 👏 "Have people outside of your industry review your submission. It should be clear to anyone, regardless of their industry expertise."
- 👏 "Check for grammar, typos, math errors, and inconsistencies."

### Creative Materials Submission

Creative materials include 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 6 IMAGES in total allowed per entry (JPEG in A4 size)
- 👉 Every creative material: audio / video, images, text file is submitted through online portal
- 👉 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, high-res, 20MB max & 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 they 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, 3 mins\* maximum, 280MB maximum file size and .mp4 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 3-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 3 mins\* may be edited for time
- 👉 You can use editing features such as voiceover, text, etc. to better explain the work shown, especially for events, guerrillas & 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

**Note:** \*Sustained Success entries can submit a 4 mins audio / video.

## 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 Organiser 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** – 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 Organiser (HK4As) reserves the right to disqualify entries with incomplete information or not adhering to the rules & entry requirements specified.
- 👉 The Organiser (HK4As) reserves the right to make adjustments of the rules as deemed necessary, and the final decision rests with the HK4As.

## Deadlines and Entry Fees

Entry Deadline	Date	Entry Fee	
		Member	Non-Member
Early Bird Deadline	16 <sup>th</sup> April, 2021	HK\$2,800	HK\$4,800
Entry Deadline	30 <sup>th</sup> April, 2021	HK\$3,800	HK\$5,800
Late Entry Deadline	10 <sup>th</sup> May, 2021	HK\$5,800	HK\$7,800

- Payment Deadline: not later than 15<sup>th</sup> May, 2021
- HK4s encourages Agency and Client to share the entry cost.
- Payment Method:
  1. Payment by cheque:
 

Payment to 'The Association of Accredited Advertising Agencies of Hong Kong' and hand-delivered or couriered to HK4As office: Suite 1906, Two Chinachem Exchange Square, 338 King's Road, North Point, Hong Kong.
  2. Payment can be remitted direct into the account:
 

Account Name: The Association of Accredited Advertising Agencies of Hong Kong  
 Bank: The Hongkong and Shanghai Banking Corporation Limited (HSBC)  
 Account Number: 025-2-059464

If paying via bank transfer, please ensure the Invoice Number is referenced in the wire notes and email notifications are sent to [hk4as@aaa.com.hk](mailto:hk4as@aaa.com.hk)

- 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 Organiser reserves the right to make copies of selected creative materials for education and publicity purposes.
- Results will be announced after the Round Two Judging. Prizes will be presented at the Presentation Gala (details TBC).
- Grand Effie, Gold, Silver & Bronze trophies 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 entry submission will NOT be allowed.

## Publishing Policy & Permission

Winners & Finalists materials in the Effie Awards competition will be showcased in various ways. Effie Worldwide and the Organiser (HK4As) 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.

### Contacts

Enquiry: 2882 6828  
Email: [effiehk@aaaa.com.hk](mailto:effiehk@aaaa.com.hk)

### Sponsorship opportunities

Onie Chu  
HK4As Executive Director  
Email: [onie.chu@aaaa.com.hk](mailto:onie.chu@aaaa.com.hk)

### Useful Resources:

Effie Awards Hong Kong [entry portal](#)

Effie® [Case Database](#)

Effie® [Objective Type Guide](#)

Effie® [Effie Index](#)

## 2021 Effie Awards Hong Kong

Organised & Presented by:

香港廣告商會

THE ASSOCIATION OF ACCREDITED  
ADVERTISING AGENCIES OF HONG KONG



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