

categories | structure & eligibility

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 whenever applicable.
- 👉 You will need to complete a separate entry form and pay the entry fee for each additional category.
- 👉 The Effie Organising Committee reserves the right to re-categorise entries, split/redefine categories if entries received in a particular category warrant such action.

INDUSTRY CATEGORIES

There are 25 industry categories to choose from. Category definitions provide guidance regarding the types of products/services that may enter that category; however, it is not an exclusive list. If you are unsure what category best fits your brand, please email effiehk@aaaa.com.hk

You may only enter one industry category per effort.

SPECIALTY CATEGORIES

The Specialty Categories are designed to address a specific business situation or challenge. There are 29 specialty categories, with focuses on business challenges, health, media, performance marketing, and industry trends.

When entering into any of these categories, you should present your entry in a way that addresses the situation or challenges as outlined in the category definition. It is critical to thoroughly review these category definitions to ensure your effort meets the criteria of the specific category definitions. **Judges will down score your entry if you are missing information required by the category definition.**

ELIGIBILITY

Your case must have run in Hong Kong at some point between **1st May, 2019** and **30th April, 2021***. DO not include results after April 30, 2021.

Special Circumstances: If work launched in April 2019 or ended in May 2021, you may include work/results from that period for review by the judges.

Sustained Success (category # 33 in the entry portal)

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 1st June, 2017 and run until 30th May, 2019. In summary, any two-year efforts run consecutively between 1st June, 2017 and 30th 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.

category outline

INDUSTRY CATEGORIES

1. Automotive
2. Banking and Financial Services
3. Beauty / Fragrance / Personal Care
4. Beverages – Alcohol / Non-Alcohol
5. Culture & The Arts
6. Delivery Services **New**
7. Education & Training **New**
8. Fashion & Accessories
9. Fast Moving Consumer Goods
10. Furniture
11. Gaming & E-Sports **New**
12. Government Services / Non-Profit Organisations or Activities / Transportation / Utilities
13. Insurance
14. Luxury Goods **New**
15. New Product & Services Introduction **New**
16. Office/ Computer Equipment/ Electrical Appliances
17. Pet Care
18. Real Estate Agents / Real Estate Developments
19. Restaurants / Fast Food
20. Supermarkets / Shops & Stores / Retail / Etail
21. Telecom & Internet Services / Media & Home Entertainment / Electronics
22. Travel / Tourism / Recreational / Leisure Facilities
23. Health & Wellness - Health, Fitness & Wellness **New**
24. Health & Wellness - Healthcare Services **New**
25. Health & Wellness - Over-the-counter (OTC) **New**

SPECIALTY CATEGORIES

General Specialties

- 26. Brand Experience – Live, Digital, Live & Digital
- 27. Business to Business
- 28. Use of Content

Business Challenges

- 29. Corporate Reputation
- 30. David vs. Goliath
- 31. Marketing Disruptors ^{New}
- 32. Small Budgets: Non-Profit / Products, Services
- 33. Sustained Success: Non-Profits / Products Services

Commerce & Shopper ^{New}

- 34. Brand Experience
- 35. Crisis Response / Critical Pivot ^{New}
- 36. Data-Driven
- 37. E-Commerce ^{New}
- 38. New Product / Service Introduction ^{New}

Digital

- 39. Influencer Marketing ^{New}
- 40. Performance Marketing ^{New}
- 41. Social Media Marketing

Health & Wellness: Disease Awareness & Education ^{New}

- 42. Charitable / Research Funding
- 43. Non-Profit
- 44. Pharma / Corporate

Media Planning & Innovation

- 45. Data-Driven
- 46. Media Idea
- 47. Media Innovation: Emerging & New Channels, Existing Channels

Marketing Innovation Solutions ^{New}

- 48. Business / Product / Service Innovation
- 49. Customer Experience

Positive Change ^{New}

- 50. Environmental: Brands / Non-Profit
- 51. Social Good: Brands / Non-Profit

Topical & Annual Events

- 52. Crisis Response / Critical Pivot ^{New}
- 53. Current Events ^{New}
- 54. Seasonal Marketing

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1. **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.

2. **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.

3. **Beauty / Fragrance / Personal Care**

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

4. **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.

5. **Culture & The Arts**

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

6. **Delivery Services** New

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

7. **Education & Training** New

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

8. **Fashion & Accessories**

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

9. **Fast Moving Consumer Goods**

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

10. **Furniture**

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

11. **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.

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12. **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.

13. **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.)

14. **Luxury Goods** New

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

15. **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).

16. **Office / Computer Equipment / Electrical Appliances**

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

17. **Pet Care**

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

18. **Real Estate Agents / Real Estate Developments**

Home/Office rentals, both residential and commercial project.

19. **Restaurants / Fast Food**

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

20. **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.

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21. 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.

22. 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.

Health & Wellness New

23. 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.

24. 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.

25. 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.

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General Specialty

26. 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.

27. 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.

28. 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

29. 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.

30. 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

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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.

31. **Marketing Disruptors** New

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.

32. **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.

33. **Sustained Success: Non-Profits / Products / Services**

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 **1st June, 2017** and run until **30th May, 2019**. In summary, any two-year efforts run consecutively between **1st June, 2017** and **30th 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 this category. Entrants must use the **Sustained Success Entry Form** when submitting under this category.

Commerce & Shopper New

34. **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.

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35. 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.

36. 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.

37. E-Commerce ^{New}

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.

38. New Product / Service Introduction ^{New}

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

39. 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.

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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.

40. 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.

41. 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 ^{New}

Disease Awareness & Education

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

42. Disease Awareness & Education – Charitable / Research Funding ^{New}

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

43. Disease Awareness & Education – Non-Profit ^{New}

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.

44. Disease Awareness & Education – Pharma / Corporate ^{New}

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

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Media Planning & Innovation

45. 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 optimize 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 personalized/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.

46. 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.

47. 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 New

48. Business / Product / Service Innovation New

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,

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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.

49. Customer Experience ^{New}

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 ^{New}

The Positive Change Effies reward and celebrate the brands and non-profits that are promoting the greater good through marketing. The programme has two tracks – Environmental and Social Good.

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.

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50. **Positive Change: Environmental – Brands / Non-Profit** ^{New} **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.

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.

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.

51. **Positive Change: Social Good – Brands / Non-Profit** ^{New} **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.

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 ^{New}

52. **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.

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53. **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 category.

54. **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.