

Sample form, not for offline completion.

Visit <https://effies.awardsplatform.com> to enter.

C01. The Effective Advertiser Award 2024

Eligibility

The Effie Effective Advertiser Award is to celebrate the marketing organisation that can best demonstrate the contribution that effective advertising has made to their business since January 2022. Being a finalist or winner in the Australian Effie Awards during 2022, 2023 and/or 2024 is mandatory.

Entries are by invitation from the EFFIES team, based on number of finalists, and can be submitted by the advertiser and/or the agency/agencies.

The judges will have access to the EFFIE awards the advertiser has won in each of the last 3 years, and will review those papers as required. Therefore there is no requirement to provide detailed analysis of those campaigns in this submission. An overview will suffice.

The submission should focus on:

The overall impact advertising has had on the client's business results, and how the business creates and demonstrates a commitment to advertising effectiveness.

The submission should be of no more than 1000 words, along with 3-4 key visuals / charts (bearing in mind that the judges can look to the individual cases for more details).

PLEASE NOTE

- There is no cost to enter 'The Effective Advertiser Award'.
- Submissions should be received no later than August 30th 2024
- Previous entrants may update prior submissions, noting the eligibility period.
- Please read the point allocation carefully. Up to 40 points will be awarded for the summary question outlined in the entry form. 50 points will be awarded for effectiveness achieved in previous Effie entries. The remaining 10 points will be awarded at the judge's discretion based on the following criteria:
 - Creativity of the campaigns
 - Courage to try new ideas in pursuit of higher rewards
 - Commitment to raising the bar
 - Consistency of behaviours over time

CONTENT REQUIREMENTS

- Word Limit: 1,000 words not including charts, graphics and images
- Charts, Graphs and Images: These are strongly encouraged.
- Data: All data must include a specific, verifiable source.

HOW TO ENTER

This year, the entry mechanic is purely digital. Simply fill in the questions in the portal, type or paste in your answers and upload images.

Please answer every question.

Formatting Tips

- Use headings, bold and italics for emphasis, use CTRL OR COMMAND B, CTRL OR COMMAND I to format quickly
- Ensure that images are high quality, 1920 x 1080 min JPEG is recommended.
- There is no shortcode for superscript, so to show a footnote for a data reference use brackets on either side of the reference
- Place your footnotes at the bottom of each answer they apply to and format them in italics, this will help separate the footnote from the answer.
- At the bottom of your answer for each question, add a section in italics to show the relevant footnotes.

Footnotes

1. Insert footnote in italics

Entry Title

Primary Entrant Company

The name of the agency or company brand related to this Effie entry. Please ensure correct spelling and capitalisation, this is what will appear on Finalist/Winners List, Award Ceremony and Trophy.

Industry Sector

Classify the brand related to this Effie entry by industry sector.

Client Website

Client

If the Client is the same as the Brand, please enter in both Client & Brand Fields. Please ensure spelling is correct as this will appear on screen at the award ceremony.

Client Location City

Client Location State

Client Location Country

Author 1

Please use the following format: Individual First Name Last Name, Position, Organisation e.g. John Citizen, Strategy Planner, Agency X

Author 1 Mobile Number

Author 2 (optional)

Please use the following format: Individual First Name Last Name, Position, Organisation e.g. John Citizen, Strategy Planner, Agency X

Author 3 (optional)

Please use the following format: Individual First Name Last Name, Position, Organisation e.g. John Citizen, Strategy Planner, Agency X

Author 4 (optional)

Please use the following format: Individual First Name Last Name, Position, Organisation e.g. John Citizen, Strategy Planner, Agency X

Is your company a member of Advertising Council Australia?

Member

Non-Member

Submit a 1000-word summary that shows the overall impact advertising has had on the client's business results, and how the business creates and demonstrates a commitment to advertising effectiveness.

1000 words

Upload an image to support your entry (optional)



High res image 1920 x 1080

Upload an image to support your entry (optional)



High res image 1920 x 1080

Upload an image to support your entry (optional)



High res image 1920 x 1080

Upload an image to support your entry (optional)



High res image 1920 x 1080

Footnotes (optional)

Please add any footnotes into this section

Creative

Please upload creative to showcase your campaign.

The CREATIVE will be viewed by the Judges. All finalists' creative will be used for the show and published on Effie websites. NO CASE STUDIES to be uploaded. Your agency name must be excluded from all campaign materials that form part of your Entry and which are seen by judges.

Please use the following formats

Stills / Images:

- Formats: JPG, PNG, TIFF or PDF
- Color: RGB
- Print resolution = 300dpi
- The rule of thumb for HD screen content is images should be around 2000 px wide x 1500 px high

Video:

- Format: **Quicktime H.264** / HD 1080p 25
- Frame Size: 1920 * 1080
- Frame Rate: 25 fps
- Progressive
- Bit rate: VBR 20 Mbps
- Audio: 48kHz, Stereo, 16 bit

Video extensions:

- .mov
- .mp4
- .mpeg
- .mpeg4
- .mpg



Creative Type

▼

Stills and images

Video

Individual Credits

You have an opportunity to add up to 30 credits for individuals and companies who are to be recognised for this case.

These will be included in the Award Night presentation and will appear on screen in the order that you enter the information.

- Author
- Agency
- Support Agencies
- Production Companies
- Client

Upload Agency / Client Approval (optional)



All entries must include a letter of endorsement signed by both client and agency. This is to be uploaded with your entry before submission. The letter must be on company letterhead and use the template copy below. "I certify on behalf of [Lead Agency Name] and [Client Company Name] that the information submitted for this case is a true and accurate portrayal of the case's objectives and results. The case ran during the eligibility time period. This entry constitutes permission to be included in a data set for Effie Awards research purposes that do not breach confidentiality." We have read and agree on behalf of the Agency and Company the Rules & Conditions in the How to Enter Guide and acknowledge that the case study of this campaign may be published by Advertising Council Australia or with the authorisation of Advertising Council Australia, but that we will have the opportunity to remove such information from that case study that we regard as market sensitive or confidential. The published entry remains the property of Advertising Council Australia. Regards, (AGENCY MANAGER NAME) (M SIGNATURE) (COMPANY NAME, MOBILE AND EMAIL) Regards, (CLIENT / CMO NAME) (SIGNATURE) (COMPANY NAME, MOBILE AND EMAIL)

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We acknowledge the Traditional Owners of the land with which we share and commits to leaving the land in a better place. We pay our respect to Elders past, present and emerging, and acknowledge their culture of storytelling through art, dance and music. Please consider the environment before printing this email.