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Your effort can span beyond marketing communications and into wider marketing – e.g. product design, packaging, pricing, place, positioning – or any combination of these. Our category structure will accommodate all of these.

**CATEGORY LIMIT**

To honour even more great work, efforts can be entered into a maximum of four categories. Of those four categories, only one category submission may be a product/service category. You are not required to enter a product/service category, however you must adhere to a maximum 4 category rule per effort.

- Each entry should be customised to speak to the specifics of each entered category whenever applicable. Judges are often frustrated & express difficulty in effectively evaluating a case when an entry isn’t tailored for the entered category.
- You will need to complete a separate entry form and pay the entry fee for each additional category.
- The Effie Awards UK reserves the right to re-categorise entries, split/redefine categories and/or refuse entry at any time. Test market entries are not eligible for the Effie Awards United Kingdom competition.

**BUSINESS CHALLENGE CATEGORIES**

Business Challenge categories are designed to address a specific business situation or challenge. When entering into these categories, you should present your entry in a way that addresses the situation or challenge 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 definition. **Judges will down score your entry if you are missing information required by the category definition.**

**PRODUCT & SERVICE CATEGORIES**

There are over 10 product and service categories to choose from. You may only enter one product/service category per effort.

**POSITIVE CHANGE CATEGORIES**

There are four Positive Change categories to choose from, depending on whether the entrant brand is a non-profit or for profit organisation, and whether the effort being entered is focused on environmental or wider social-good outcomes.

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 **mateja@effie.org.**

**CATEGORY FAQs**

**What category should I enter?**

Review category definitions and past winners in the **Case Study Database.** If you are unsure if your case falls under the definition of a certain category, or you aren’t sure which category it should be entered in, please write a brief synopsis of the case, any questions you have along with a list of categories you are thinking of entering your effort into and email them to us at effieuk@effie.org.

**Can I enter one case into multiple categories?**

Yes. You may enter an effort into four categories maximum. Of those four categories, only one category submission may be a product/service category. You are not required to enter a product/service category, however you must adhere to a maximum 4 category rule per effort. You will need to submit a separate entry and pay a separate entry fee for each category submission for an entry.

Each entry should be customised to speak to the specifics of each entered category. Judges frequently express frustration when an entry clearly wasn’t tailored for the category they are reviewing.
What category gets the least number of entries?
Effie does not reveal entry numbers. The number of entries in a category does not significantly affect your chances of winning and award. If a category has more qualifying entries than we can advance in a given year, we will look into ways of splitting a category in order to honour more great work.

Do I need to use a special entry form for my category?
Yes, there are 3 different entry forms in the Online Entry System for the 2020 Effie Awards UK Competition, dependent on which category you are entering, as follows:

- Sustained Success category has its own entry form;
- Commerce & Shopper category has its own entry form;
- All other categories (Business Challenge, Positive Change, Product/Service categories) have their own form – Standard Entry form.

Can I re-enter past winning work?
You may re-enter past winning work within the following requirements:

- Past Gold Effie winners for Effie United Kingdom can re-enter into a category in which they did not win Gold and can re-enter the same category where they won Gold after two years.
  - Note: If you are interested in entering a different effort by the brand into the same category, it may be eligible for entry. See below.
- Past Silver and Bronze Effie winners can re-enter into any category.
- 2019 David vs. Goliath winning brands (Gold/Silver/Bronze) are not eligible to enter the David vs. Goliath category this year. If you won in this category earlier than 2019 then you are eligible to enter.
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Business Challenge Categories
- Behavioural Science
- Brand Experience
- Business-to-Business
- Carpe Diem
- Commerce & Shopper
- Corporate Reputation
- David vs. Goliath
- Media Strategy & Idea
- New Product/Service Introductions
- Partnerships & Sponsorships
- Renaissance
- Seasonal Marketing
- Small Budgets
- Sustained Success: Products, Services
- Topical Marketing (Current Events)

Product & Service Categories
- Automotive
- Beauty & Personal Care
- Beverages
- Culture & The Arts
- Electronics
- Entertainment, Sports, Leisure & Lifestyle
- Finance
- Food
- Government, Institutional & Third Sector
- Healthcare
- Home Goods & Services
- Internet, Telecom & Utilities
- Restaurants
- Retail
- Travel, Transport & Tourism
- Other Products & Services

Positive Change Effie Categories
- Social Good - Brands
- Social Good – Non-Profit
- Environmental – Brand
- Environmental – Non-Profit

OTHER COMPETITIONS
Effie offers competitions in over 50 countries and regions. To see a full list of our partner programmes please visit our Worldwide Partner Listing.

GLOBAL EFFIE AWARDS
Communication efforts eligible for this award must be for a single brand idea running across multiple worldwide markets.

- Visit the Global Effie website for deadlines, fees, categories, and entry materials.
- Questions? Email global@effie.org.
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- **Behavioural Science.** This category is about recognising marketing efforts inspired by behavioural science. When applied in the context of wider marketing and communications, behavioural science can help us get a deeper understanding of consumer behaviour – what are the actual behaviours and what are causes for this behaviour. Because it is the consumer behaviour that leads to action.
  - To be eligible to enter into this category you need to provide specific detail that your strategy was influenced by behavioural science. You need to spell out clearly how you went about pinpointing the behavioural bias that was the inspiration behind your marketing effort. Tell us what levers you used to then apply the learnings and insights from this behavioural bias to instigate or change a consumer behaviour to your advantage in order to achieve your objectives.
  - Your effort can span beyond marketing communications and into wider marketing – e.g. product design, packaging, pricing, place, positioning – or any combination of these.

- **Brand Experience.** This category is for efforts that have successfully achieved their objective through a brand experience rather than communication. That experience can be virtual or tangible - e.g. you may have re-invented the product demo, re-imagined the pop-up store, or led a bricks and mortar retail overhaul; you could have created a new game or interactive 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. This category is meant to showcase how you can create a brand experience beyond traditional advertising, in order to connect with your audience. The winners of this award will be the work that shows how brands are reaching out to their audiences to establish meaningful relationships, memorable, engaging experiences, and unique connections with their brands.
  - Entrants in the Brand Experience category must address how the brand experience related back to the overall brand strategy.
  - **Note:** As with all Effie UK 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.
  - **Note:** Judges will expect to understand the ‘participation’ in the experience as a core factor.

- **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.

- **Carpe Diem.** This category is looking for those brands that had the insight to know how and when to “throw a stone into a pond” and maximise the ripple effect from that initial throw.
  - The cases entered into this category will show how to put a brand or product/service in an intensely bright spotlight to create immediate and measurable impact.
  - Winners will represent those who had the insight and creativity to craft those unexpected and unconventional moments for a brand. The best examples will see live experiences, moments, stunts, and tactics, online & offline, perhaps amplified through PR, social media, digital engagement, or even the use of content created in the moment to fuel paid campaigns.
  - This category spotlights those effective strategic efforts that were able to generate real desired results as a direct outcome from a **single significant moment of activity.**
**Commerce & Shopper** *This award will honour the most effective integrated efforts designed to engage the shopper and guide the purchase process online and / or in-store.*

- Eligible efforts include those for single or multiple brands, and/or for a category solution.
- All media channels are eligible for inclusion: mobile, digital, TV, video displays, magazines, social media, sampling programs, in-store signage and displays, etc.
- The award will be given to the efforts that best demonstrated how they effectively connected with the shopper, influenced along the path to purchase, and inspired to become a buyer.
- *A separate entry form is required for Commerce & Shopper category.*

**Corporate Reputation.** This category is for 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 brands
- 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.
- 2019 winners in this category are not eligible to enter this category this year. If you won in this category earlier than 2019 then you are eligible to enter.

**Media Strategy & Idea.** This category recognises those efforts that were lead by media thinking. The award honours media led strategic thinking and ideas that are powerful enough to become the genesis of the communications programme itself. The line between what constitutes a creative idea and a media idea is blurring. There are occasions when the media idea or media strategy drove the entire effort. All efforts driven by the media strategy and/or idea are eligible to enter. Examples:

- Media Strategy – Cases where media planning and strategic approach spearheaded the effort.
- Content Led – Cases led by a content idea.
- Data Driven Insights – Cases led by a data driven insight.
- Tech Led – Cases led by a technology idea.
- Media Idea Led – Cases led by a Media Idea other than those listed above.

**New Product or Service Introductions.** Any marketing effort used to introduce a new product or service that is not a line extension. 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).

**Note:** Your entry must be written to address how your product and service was new and the situation you faced as a result of it being new. For example, what specifically was new? Why did the newness matter? Write the entry to address the category situation (new product/service introductions) similar to what you would do when writing your entry to address a category situation like small budgets, etc.
**Partnerships & Sponsorships.** This category is for marketing efforts centered around partnerships and/or sponsorships. Entrants are required to provide information on the nature of partnership/collaboration/sponsorship and strategic rationale/fit behind it, as well as evidence that it was this partnership/sponsorship that led to effective results and delivered your objectives. Partnerships & sponsorships can be between two brands or between a brand and an individual e.g. an influencer/public-life personality. This partnership/sponsorship can be part of a wider marketing effort or a standalone activity and the entrant needs to make this clear in their entry.

**Renaissance.** This is an award for rebirth efforts. To enter your brand must have experienced a downturn of several years and a period of at least six months of upturn sales. The effort being entered needs to have been the driver of renaissance, perhaps via re-positioning or an alternative strategic approach. Entrants must detail the business challenge, the situation of the brand, the competitive landscape and how the effort succeeded.

**Note:** Your entry must address the previous marketing investment and strategy as part of the entry context. Also, provide detail on the length of the renaissance.

**Seasonal Marketing.** This category will honour those efforts that effectively capitalised on a season, holiday or cultural event – key moments in the British annual calendar - to drive results for their business. Seasons, holidays and events allow marketers the opportunity to build strategic marketing efforts based on the time-based interests of their target audience. Examples of key seasonal events are Christmas, Easter, Mother’s Day, Father’s Day, Valentine’s Day.

**Note:** The eligibility period for this category runs from 1st November 2018 and 31st December 2019. Results need to be reported for this period.

**Small Budgets.** Cases eligible for this category must represent the only communications efforts for this brand during the qualifying time period. To be eligible, an entry may not be for a line extension, a sub brand, or have an overarching brand campaign to support it. Value of donated and non-traditional media as well as activation costs must be included. This category is all about what you were able to achieve with a small media budget, rather than small production and creative budget. Budget eligibility is as follows:

- Local Efforts: £50,000 or less
- Regional Efforts: £200,000 or less
- National Efforts: £500,00 or less

**Sustained Success*.** Product or service marketing efforts that have experienced sustained success for 3 or more years are eligible for entry.

At a minimum, the case must date back to 31st December 2016 and you must include the current year’s results.

Entries must have a common objective in both strategy and creative executions; with a continuation of core executional elements (e.g. spokesperson, song, theme, tagline, etc.) that demonstrates effectiveness over time.

To enter you must be able to provide data about the case in its first year (31st December 2016 or earlier), an interim year and the most current year (1st January 2019-31st December 2019). The current year’s results must be included (1st Jan 2019 – 31st Dec 2019).

You have a choice of 2 sub-categories: Sustained Success – Products or Sustained Success – Services.

* **A separate entry form and different creative requirements are required for the Sustained Success category.**

**Topical Marketing (Current Events).** This category is for cases that effectively leveraged immediate relevance, interest or importance via a targeted marketing/PR strategy around current events (e.g. elections, World Cup, Olympics, economics, etc.)

Entrants may submit into either Seasonal Marketing OR Topical Marketing – the same case cannot be entered into both categories.
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 did not. 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.** This award celebrates brands that are making the world a better place by using the power of their platforms for “good.” Winners will be those efforts that most effectively combined business goals with a social cause and successfully related that cause back to the company’s overall brand strategy, resulting in positive business and social impact.
  - Marketing efforts undertaken by for-profit entities that focused on social causes (health, education, community, family, etc.) are eligible.
  - When entering, entrants must provide information on the intent-to-do-good goals and business goals for the effort and the results achieved for both.
  - How the Social Good initiative related back to the overall brand strategy. Why was this initiative selected and why was it the right fit for the brand?

- **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. Efforts must show measurable impact and proven results in support of the cause.

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

Enter your case into one of the following categories:
- **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 communications.
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 communications.
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- **Automotive.** This category includes vehicles as well as aftermarket. Vehicles includes cars, trucks, motorcycles, vans, both brand and model advertising. Aftermarket includes: gasoline, motor oil, tires, batteries, paint, quick-lube, oil change, muffler, transmission, windshield wipers, enhancements, etc.

- **Beauty & Personal Care.**
  - Products and services focused on beauty, which includes cosmetics, fragrances, hair products, nail products, etc.; beauty services such as salons, spas, etc.
  - Personal care products such as soap, dental products, face & body lotions and cleansers, cotton swabs, deodorants, feminine hygiene products, razors, shaving cream, etc.

- **Beverages.** This category includes alcoholic as well as non-alcoholic beverages. Alcoholic beverages are beer, champagne, spirits, wine, wine coolers, after dinner drinks, etc. Non-alcoholic beverages are diet and non-diet soda, coffee, tea, juices, squash, milk, milk substitutes, bottled water, sparkling water, energy drinks etc.

- **Culture & The Arts.** Plays, museums, immersive experiences, music organisations and festivals, concert series, cultural festivals, theater festivals.

- **Electronics.** Audio and/or video devices such as TVs, radios, mobile devices, home entertainment (DVD/Blu-ray players), cameras, computer hardware, game consoles, laptops, tablets, sound systems, etc. Electronic devices may be aimed at consumers or businesses.

- **Entertainment, Sports, Leisure & Lifestyle.** Includes:
  - All forms of entertainment e.g., apps, video games, movies, programmes (TV, online, radio), books, DVDs, games, etc.
  - Sporting events such as Wimbledon, the Ashes, sports teams, etc.
  - Recreational sporting, and camping goods/services and other items/services intended for leisure activity.
  - Unregulated products/services focused on consumer health and/or promoting a healthy lifestyle, fitness & wellness. Includes digital health products, fitness trackers, health/fitness apps, exercise equipment, nutraceuticals, vitamins, energy bars and drinks, etc.; fitness studios; weight loss and fitness programs/camps, training camps and facilities, etc.

- **Food.** All food, whether fresh, chilled and frozen and packaged, foods both regular and diet/light. Also includes snacks and desserts such as ice cream, candy/sweets, chips, cookies, bakery items, nut, fruit & vegetable snacks, popcorn, chocolate bar etc.

- **Finance.** Financial products and services including: communications promoting overall image and capabilities of a financial institution; specific products or services including current and savings accounts, insurance products, home banking, loans, mortgage, mutual funds, traveller’s cheques, as well as banking apps etc.

- **Government, Institutional & Third Sector.** Local, regional and national government & its various departments such as health, armed forces, transport etc; educational institutions/organisations; NGOs & charities sector; trade bodies & their efforts focusing on economic development, membership drives, recruitment drives, public good messages etc. Includes political messages and special interest/trade group communications.
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- **Healthcare.** Health Products & Services are eligible. Efforts for products that are sold without a prescription that address specific health conditions. Efforts developed for health services. Efforts may be targeted to healthcare professionals, patients and/or consumers. Products and services that address a specific health condition should enter this category – there are separate categories for **Beauty & Personal Care, Leisure & Lifestyle** efforts.

- **Home Goods & Services.** Includes:
  - Furnishings & appliances such as kitchen and laundry appliances, air conditioners, carpeting, furniture, decorator’s supplies, paint, wallpaper.

- **Internet, Telecom & Utilities.** Mobile network providers, high speed Internet access services, online services, portals, search engines and related Internet products & services (including SaaS/IaaS and Cloud based services), bundled communications (Internet, telephone, and TV). Fixed telephone line providers. Utilities such as electricity, gas, alternative fuel.

- **Restaurants.** Quick service, casual dining, mid-scale, white table cloth and other restaurants. Any type of restaurant may enter.

- **Retail.** Open to all retail / e-tail / mail order companies with general or specific merchandise. E.g., department stores; online retailers; clothing, fashion, shoes or jewelry stores and food retailers; movie/book stores; discount/bulk retailers; pet care; toy stores; greeting cards; craft stores, etc. Also includes fashion brands & designers selling direct to consumer such as clothing, jewelry, handbag, accessories, shoes, eyewear designers;

- **Travel, Transport & Tourism.** Air, train, bus, taxi, ridehare services, subway systems, bike/scooter shares, car rentals, ferries, etc. Cruises, hotels, resorts, amusement parks, travel websites and booking services, travel tours, tourism campaigns, etc.

- **Other Products & Services.** Product & services that do not fall into the other categories.