

## APAC EFFIE 2020

### Categories Overview & Definition

MULTI-MARKET	
Products & Services	
SINGLE MARKET	
<b>Products &amp; Services Categories</b> Automotive Beauty & Wellness Beverages - Alcohol Beverages Non-Alcohol Consumer Electronics and Durables Restaurants Financial Products & Services Food Government / Institutional Healthcare Household/Home Products & Services IT /Telco Media, Entertainment & Leisure Retail Travel/Tourism Other Products & Services New Product or Service	<b>Specialty Categories</b> Asia Pacific Brands Brand Experience - Products Brand Experience - Services Brand Revitalisation Branded Content Branded Utility Business-to-Business Business & Marketing Disruptors Carpe Diem - Products Carpe Diem - Services Corporate Reputation Data-Driven David vs Goliath Influencer Media Ideas Media Innovation Media Content Partnership Seasonal Marketing Shopper & e-Commerce Marketing Small Budget - Products Small Budget - Services Social Media Marketing Sponsorship / Events & Engaged Community Sustained Success Youth Marketing  <b>Positive Change</b> Positive Change: Environmental - Brands Positive Change: Environmental - Non-Profit Positive Change: Social - Brands Positive Change: Social - Non-Profit

## Products & Services Categories

Automotive	Aftermarket - Gasoline, motor oil, tires, batteries, paint, quick-lube, oil change, muffler, transmission, auto service, etc. Vehicles - Cars, trucks, motorcycles, both brand and model advertising.
Beauty & Wellness	Personal care items such as cosmetics, fragrances, shampoos, hairsprays, soaps, deodorants, hair colouring; personal care and wellness services such as salons, spas, weight loss programmes, etc.
Beverages - Alcohol	Beer, champagne, rum, vodka, wine, wine coolers, after-dinner drinks, etc.
Beverages Non-Alcohol	Diet and non-diet soda, coffee, tea, juices, milk, milk substitutes, bottled water, sparkling water, etc.
Consumer Electronics and Durables	Audio and/or video devices such as TVs, radios, mobile devices, home entertainment (DVD/Blu-ray players), cameras, computer hardware, laptops, tablets, sound systems, etc.
Restaurants	Quick Service, casual dining, mid-scale and other restaurants.
Financial Products & Services	Communications promoting overall image and capabilities of a financial institution and specific products or services including credit, charge, debit, home banking, loans, mortgage, mutual funds, traveller's checks, insurance products and services, etc
Food	Packaged food, snacks, desserts, confections
Government / Institutional	National, municipal or state economic development; public services (i.e. electricity conservation messages, health messages, anti-gambling, etc.); and recruitment/membership drives (i.e. for armed forces, educational institutions, etc.). Includes political messages and special interest/trade group communications
Healthcare	Pharmaceuticals, general healthcare & OTC products, supplements, dental and medical care services. Health education and disease awareness programmes for consumers.
Household/Home Products & Services	Cleaning products, waxes, detergents, floor-care products, fabric softeners, paper products, domestic services, mowers, fertilizers, lawn care services. Home furnishings and appliances such as kitchen appliances, air conditioners, carpeting, furniture, etc.

IT /Telco	Computer software, wireless/cellular providers, high-speed Internet access services, online services, portals, search engines and related Internet products & services (including Cloud based services), bundled communications (internet, telephone, and cable TV)
Media, Entertainment & Leisure	Media Companies: Broadcasters, magazines, newspapers, websites, consumer or trade media, radio and television stations. Entertainment/Sporting Events: Includes entertainment, sporting events and products. E.g. SEA Games, sports teams, specific films, books, DVDs, games, entertainment apps, etc. Culture & The Arts: Plays, museums, music organisations, concert series, cultural festivals, theatre festivals.
Retail	General: Stores and/or websites that provide a multiple range of non-related or generally related merchandise, which include: department stores, food retailers, and discount/bulk retailers, etc. Specialised: Stores and/or websites that specialise in one particular line of products (i.e. clothing, fashion, jewellery, shoes, pet care, toys, greeting cards, etc.)
Travel & Tourism	Destinations, cruises, hotels, resorts, amusement parks, recreational, travel tours, transportation (such as trains, car rentals, taxi, buses), etc.
Other Products & Services	Product & services that cannot be defined in the other categories.
New Products & Services	<p>Any communication 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:</p> <ul style="list-style-type: none"> <li>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.)</li> <li>A derivative product that adds or modifies features without significantly changing the price.</li> <li>Products that bear the same brand name and offer the consumer varied options (e.g. diet version of drink)</li> </ul> <p>Note: Your entry must be written to address how your product or service was new and the situation you faced as a result of it being new. For example, what was specifically new? Why did the newness matter? Write the entry to address the category similar to how you would when writing your entry to address a category situation like sustained success, etc.</p>

## Specialty Categories

Asia Pacific Brands	<p>This category is for brands with Asia Pacific roots that are born and bred in Asia Pacific.</p> <p>Brands that are eligible for this category must originate from one of the following markets:</p> <p>Afghanistan, Australia, Azerbaijan, Bangladesh, Bhutan, Brunei Darussalam, Cambodia, China, Cook Islands, Fiji, French Polynesia, Hong Kong, India, Indonesia, Japan, Kiribati, Korea, Laos, Malaysia, Maldives, Marshall Islands, Micronesia, Mongolia, Myanmar, Nauru, Nepal, New Caledonia, New Zealand, Niue, Pakistan Palau, Philippines, Samoa, Singapore, Solomon Islands, Sri Lanka, Taiwan, Thailand, Timor-Leste, Tonga, Tuvalu, Vanuatu, Vietnam</p>
Brand Experience	<p><b>I. Brand Experience - Products</b></p> <p><b>II. Brand Experience - Services</b></p> <p>This category is not for efforts that focuses 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.</p> <p>Only works that have truly brought a brand or product to life – either literally or virtually – and have interacted with a specific audience to achieve desired objectives should be entered.</p> <p>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 showcased a new product or brand personality – it could have been anything. As long as you can prove it truly came alive and worked.</p> <p>The winners of this award will be works that show how advertisers are reaching out to their audiences to establish meaningful relationships, memorable, engaging experiences, and unique connections with their brands.</p> <p>Entrants in the Brand Experience category must address how the brand experience relates back to the overall brand strategy.</p> <p>Note: 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.</p>

Brand Revitalisation	<p>This is an award for rebirth campaigns. To enter, your brand must have experienced a downturn of several years and a period of at least six months of upturn sales. Entrants must detail the business challenge, the situation of the brand, the competitive landscape and how the effort succeeded.</p> <p>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 rebirth.</p>
Branded Content	<p>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 program. Entrants must detail the content created, how it relates back to the overall brand and business goals, and how it was distributed to, and shared by, the audience and the results it achieved for the brand and business.</p>
Branded Utility	<p>This category honours marketers who are creating a product, or more likely a 'service', in response to the marketing or business challenge faced that is NOT being sold, but is part of the marketing programme itself; the intention being to reflect and reinforce the central beliefs of the brand by providing utility to consumers. Entrants must detail the product/service created in response to the challenge, explain its role and objectives, how it was communicated to the audience and the results it achieved.</p> <p>Examples: Free access to power at airports from a tech company, a training app for a sports brand, a new/unique online or offline content or services that complements the brand, or hosting a community that provides shared wisdom and relief to anxious parents from a 'mothers' brand.</p>
Business-to-Business	<p>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.</p>
Business & Marketing Disruptors	<p>This award is for efforts that grew their business/brand by changing the business and/or marketing model in ways that challenges the status quo and taking risks to 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 business and/or marketing model for the brand/category.</p>

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Carpe Diem

- I. Carpe Diem - Products**
- II. Carpe Diem - Services**

This category is looking for brands that had the insight to know how and when to “throw a stone into a pond” and maximize 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.

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Corporate Reputation

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

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Data-Driven	<p>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.</p> <p>Submissions are expected to:</p> <ul style="list-style-type: none"> <li>• Use data to understand the audience</li> <li>• Utilise personalised/ custom-tailored creative messages</li> </ul> <p>These efforts should prove how they optimised media to business or brand KPIs and ROIs based on the value of a custom audience. The best examples of data-driven recognise the interplay and application of automation, applied technology, and human and artificial intelligence to deliver a precise audience and achieve the best results.</p> <p>Your case must detail the role data and technology played in supporting the communication efforts in achieving brand and business goals.</p>
David vs Goliath	<p>This is an award for smaller, new, or emerging brands making inroads against big, established leaders and for established small brands taking on "sleeping giants." Brands moving into a new product/service field beyond their current category and set of competitors to tackle a dominant leader are eligible.</p> <p>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.</p>
Influencer	<p>Influencer marketing is when a brand connects with a key target group who have influence over their potential customers. Influencers may come in the form of social media influencers, brand ambassadors, celebrity endorsers, journalists, bloggers etc. This category spotlights efforts that took on the challenge to identify the ultimate influencers and turn them into brand enthusiasts.</p> <p>However the connection occurred, entrants of this category must establish how they got the influencer to spread the word, thereby creating an exponential positive effect on the brand's audience - one to many vs one to one influencers. Entrants must detail how the connection was used strategically to bring about tangible results that is attributed to the influencer. The cases should clearly define the influencer group, the influenced group and their significance.</p>

Media Idea	<p>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 recognize those cases that were led by the Media thinking – where the integration of Medium and Message led to success. The award honours Media-led ideas that are powerful enough to become the genesis of the communications program itself, to the extent that the program would not have been successful without the strategic Media idea.</p> <p>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 Medium was used innovatively.</p>
Media Innovation	<p>Changing the rules to maximise impact.</p> <p>This award will showcase those who had the insight and creativity to change the way a particular media channel is consumed. The award will go to those who reached out of the conventional approach to grab their audience and effectively engage with them.</p> <p>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.</p>
Media Content Partnership	<p>This category focuses on efforts based on partnerships between a brand and a media owner/platform to create and activate original media content beyond traditional advertising. These partnerships demonstrate the innovative consumer connections that media companies can develop for advertisers via integrated communication channels centred on creative and strategic content. Each activation channel is critical to delivering the overall effectiveness and impact of the campaign and shows the value media companies can deliver.</p>
Seasonal Marketing	<p>Seasons, holidays and events allow marketers the opportunity to build strategic communications based on the time-based interests of their target audience. This category will honour those efforts that effectively capitalized on a season, holiday or cultural event to drive results for their business.</p>



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Shopper & e-Commerce  
Marketing

This category is for campaigns that are specifically designed to engage a target group of shoppers either in the traditional retail or e-commerce space (or both). The entry should demonstrate how brands leverage insight gleaned from shopper behaviour in either offline and/or online worlds to create integrated and engaging journeys and experiences that influence purchase.

Note: There is a special Entry Form for the Shopper & e-Commerce Marketing category.

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Small Budget

- I. Small Budget - Products**
- II. Small Budget - Services**

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 and the budgets are banded as below. Cases working with a budget of the following values or less are eligible for entry. Value of donated and non-traditional media as well as activation costs must be included.

<b>Markets</b>	<b>Value (USD)</b>
Australia, China, Japan, South Korea	Under \$1 million
Hong Kong, India	Under \$500,000
Indonesia, Malaysia, New Zealand, Philippines, Singapore, Taiwan, Thailand, Vietnam	Under \$250,000
Rest of Asia Pacific countries	Under \$100,000

Note: Your entry must be written to address why your case is considered a small budget, drawing references to factors such as market size, KPIs, etc.

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Social Media Marketing	<p>This category is for campaigns that set out with the explicit purpose of using social as the primary communication channel 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 as to why social was the right way to tackle the client's 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 consumer behaviour or perceptions and demonstrate correlation with the achieved business results.</p>
Sponsorship/Events and Engaged Community	<p>This category is about managing effective engaged communities. This may be through:</p> <ul style="list-style-type: none"> <li>• The use of sponsorship and/or events to build strategic communications objectives, and/or</li> <li>• The use of experiences, content creation, platforms, news, etc. to effectively manage the communities to share, act or amplify messages in a way that directly relates to the brand's goals.</li> </ul> <p>Your entry should demonstrate how the campaign successfully capitalised on either or both of these in connecting with the target audience to deliver results.</p>
Sustained Success	<p>Products or service communications efforts that have experienced sustained success for 3 or more years are eligible for entry. At a minimum, the case results must date back to 2016 and you must include the current year's results. Entries submitted for competition must have a common objective in both strategy and creative executions; with a continuation of core executional elements (Ex. 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, an interim year and the most current year. The current year's results must be included.</p> <p>Note: There is a special entry form for the Sustained Success category.</p>

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## Youth Marketing

This category will honour those efforts that successfully communicate to the youth market (aged 0-24).

Your entry should be written in a way that identifies how the case was created and directed to this audience with directly or via relevant influencers (families, parents, etc) and how it succeeded. For efforts targeting children, it can be helpful for judges to include any relevant information on the restrictions your team faced in marketing to children.

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## Positive Change: Environmental

### **I. Positive Change: Environmental - Brands**

### **II. Positive Change: Environmental - Non-Profit**

The Positive Change: Environmental Categories celebrate the most effective marketing programs that have measurably shifted audience behaviour towards more environmentally sustainable choices, and/or grown demand for more sustainable products and services by incorporating environmentally-conscious messages into their marketing communications.

Winners of this award will showcase how effective marketing communications that incorporate sustainable strategies can make a positive difference for brands and for the environment. Efforts entered must have, as one of their main strategic objectives, changing audience behaviour towards more environmentally sustainable choices and sustainability must be a part of the marketing messaging.

Criterion for this award is the result of behaviour change towards 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 or service for the first time
- Product / Service Substitution - Switching to a more sustainable product or service
- Change in Use - Using a product/service more sustainably than before

Note: There is a special entry form for the Positive Change: Environmental categories.

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Positive Change:  
Social Good

The Positive Change: Social Good Categories celebrate communication programs proven effective in addressing a social problem or in expanding an existing program in ways that benefit our society or our planet. 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 communications efforts, whether full campaigns or unique efforts within a campaign are eligible to enter as long as measurable results exist.

**I. Positive Change: Social Good - Brands**

Recognising brands that are making the world a better place by using the power of their communications 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 relates that cause back to the company's overall brand strategy, resulting in positive business and social impact.

**II. Positive Change: Social Good - Non-Profit**

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

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