



Dear Judges,

APAC Effie® Awards 2019 Judging Guide Round 2

A warm welcome to Round Two Judging of the 2019 APAC Effie Awards. Thank you for taking the time off what I know will be your busy schedules to be a judge. It is with your support that Effie can maintain its rigorous judging process and continue to be one of the most highly coveted accolades of our industry.

Each entry contains a written case and creative materials. Effie global standards require all judges to first read the written case to understand the context of the challenge, objectives and significance of the results before reviewing the Creative Materials.

Please bear in mind that English is not the first language for the majority of the entrants across Asia and we try not to penalize for such. As such, seek not to be overly swayed and look beyond the beauty of an entries copy-craft. Rather score on the merit of the category, case, work and results - even if sometimes the write-up might feel "heavy".

Categories

You may be assigned one or more categories. Please refer to the separate attachment for the definitions of the categories you will be judging. It is important that you judge the entry in the context of the category entered.

Judging Guide

Prior to judging, please review the Judging Guide in its entirety. The Judging Guide includes: A.Judging Instructions, B.Scoring, C.Important Guidelines, D.How to Score Each Section, E. Reasons for Disqualification

Confidentiality Policy

As the contents you will be reviewing during the judging sessions are privileged information, judges are required to observe and agree to the APAC Effie Awards strict rule on confidentiality.

Please keep all content you have reviewed during judging confidential and refrain from downloading, keeping, passing, or discussing any materials outside of the judging sessions. Please sign and date the Confidentiality Statement at the beginning of judging.

Thank you again for your time and I trust you find the process a rewarding experience as you review the best work that Asia has to show.

Kind Regards

Charles Cadell

Chairman

APAC Effie Awards 2019

A. JUDGING INSTRUCTIONS

Effie judges review a wide range of cases, including efforts that span months or years and efforts that span a single day. Cases can also be national or regional in scope. The key element that separates the finalists and winners is not overall size, budget or duration of the case – it is whether the objectives were challenging and the results achieved were significant in the context of the category, audience, competition, resources, idea, strategy, etc. Entrants must detail the “why” behind the strategy and provide proof that their work achieved significant results. **Was it an idea that worked?**

Effie has no predetermined definition of effectiveness. It is the entrant’s job to prove why this case is effective; why the metrics presented are important for the brand and business/organisation within the context of the submitted category.

1. Score all assigned entries.

Please take your time to review each case. Judging time varies, and judges often take between 6-8 minutes to read a written case. However, as you review each case, you will find that it becomes easier to determine which cases deserve more of your attention.

Judges are advised to first read through a few entries before scoring to calibrate their scores. Please look at the next section for more detailed advice on scoring.

You will be reviewing 2 items for each case:

Entry Form (this details the challenge, objectives, idea, strategy and results)

Each entry form shows the questions that entrants were asked to address and their respective responses to them. In some cases, entrants may not have thoroughly answered individual questions or followed instructions. It is your decision whether these failures preclude you from making an informed decision, or give the entrants an unfair advantage. Please reflect these considerations in your scoring.

Creative Materials

The objective of the Creative Materials is to show how the idea was brought to life, and should include at least one complete example of each of the integral communications touch points mentioned in the entry form.

Please review all creative materials submitted. Entrants have the option to submit the Creative Materials in any of the formats below:

- I. PDF Showcase (12 slides)
- II. Video*
- III. Video* and PDF (2 slides to show examples of the Creative Work)

* The length of Creative Video is limited to 3 minutes for all categories except Sustained Success that allows up to 4 minutes.

2. Recuse yourself from judging an entry

The APAC Effie team will not assign cases deemed a conflict of interest to the best of their knowledge, however if we assigned a case that is of conflict of interest, please declare your interests and recuse yourself from judging that particular entry.

Recuse yourself if one or more of the following is true:

- If it is from the agency or company where you work
- You have worked directly on the case, or
- The case represents direct competitive work to a brand you work directly on.

Please select 'Yes' in the score sheet, and provide the reason and the entry will be removed from the list.

There may be reasons other than the examples provided above that might cause you to recuse yourself. Please use your professional judgment to decide, and if you have any questions, do discuss them with the APAC Effie Team.

3. Mark an entry for disqualification (DQ)

Section E of this Judging Guide details the reasons for disqualification.

If you believe an entry has violated the rules, please flag it for disqualification and indicate the reason why you believe it should be disqualified. Continue scoring the case like a regular entry. Do note that you are not officially disqualifying a case, but flagging a DQ issue for the APAC Effie Judging Committee to review.

4. Mark an entry for wrong category

Indicate if you feel that a case is in the wrong category. Give your reasons and recommend the appropriate category. You should continue to score the entry as you normally would.

5. Mark an entry to recommend for Metals

If you feel that the entry is worthy of a metal (Gold, Silver, Bronze), please indicate and select the colour of the metal you think it deserves.

It is important to ensure that your scores reflect your intent as the Judging Committee focuses on the scores to determine the cut-off points for finalists and metals. A scoring scale is provided on Page 4 to help define the standards and guide you along.

6. Provide insights on the additional questions asked about each entry.

In addition to your scores, you will be asked to provide your feedback on each case to further explain your scoring and aid the Judging Committee in making their decisions. Furthermore, it offers judges the opportunity to give direct and anonymous feedback to the team who crafted the entry.

This year, we have reduced the number of cases that you will be reviewing to give you more time to provide feedback. Please take the extra time to comment on the strongest and weakest elements of the case so that entrants may understand why the cases did or did not proceed to become a finalist or win an award.

7. Share feedback on the evaluation form.

Please take a moment after the judging is completed to provide your feedback. Your valuable input will help Effie continue to honour the most effective work, improve the quality of entries and the judging experience.

B. SCORING

Unlike some award competitions that operate on a voting system (In or Out), scores matter the most in an Effie competition, and we ask that you judge the case based on the merits and responses given in each section.

Judges are asked to evaluate specific criteria in scoring a case's overall effectiveness, and provide four separate scores analysing specific attributes of the work.

The breakdown and weightage for each component is as follows:

Scoring Criteria and Corresponding Weighted Scores	
Strategic Challenge + Objectives =	23.33%
Idea =	23.33%
Bringing the Idea to Life =	23.33%
Results =	30%
<hr/>	
100% of final score	

1. For each entry, please **provide four whole number scores (10-100)**.
2. The Judging System will calculate the composite scores for each criteria according to the weightage assigned, and the average composite score for each entry.

Example: If the Judges's score for the Entry is **85 / 90 / 87 / 90**, Effie will weight the scores as follows:

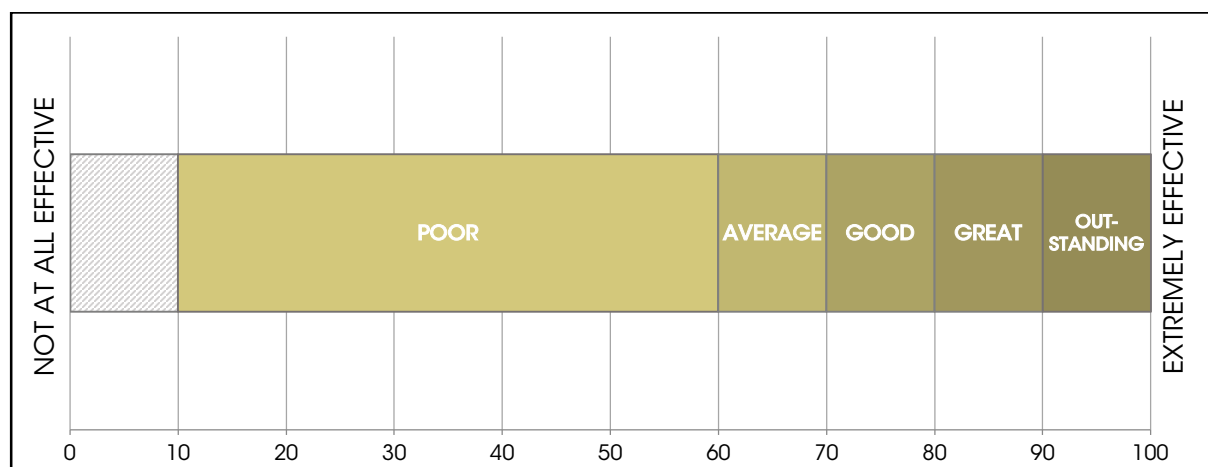
- 👏 23.33% Strategic Challenge + Objectives = **85** x .233 = 19.805
- 👏 23.33% Idea = **90** x .233 = 20.97
- 👏 23.33% Bringing the Idea to Life = **87** x .233 = 20.271
- 👏 30% Results = **90** x .30 = 27

Composite score = 88

3. To ensure a consistent standard of judging, please refer to the Scoring Scale below.

APAC Effie Scoring Scale

Use the **10-100** scale to score the effectiveness of the case on each of the four score criteria.



C. IMPORTANT GUIDELINES

These are the key guidelines to follow when reviewing and scoring the entries. For detailed explanations on how to score each section, kindly refer to Section D.

1. Eligibility

A case may be entered into one Products & Services Category and multiple specialty categories.

You may see multiple entries of the same case across your judging. This is fine provided:

- It is not within the same category.
- It is not entered in two or more Products & Services Categories (e.g. New Products & Services and Beauty & Wellness).

2. Sourcing of data

All data, claims, facts, etc. presented anywhere in the Entry Form must reference a specific, verifiable source. Sources should be as specific as possible and cover the source of data, type of research and time period covered.

Sources can be advertiser/client data, agency research or third party research companies. Do note that sources should not include the name of any agencies.

You may disregard data or claims, which are not sourced, and mark down entries with insufficient sourcing that may have compromised its credibility.

3. No mention of results on Creative Materials

Results are NOT allowed in the Creative Materials. It should be reflected on the Entry Form.

4. Videos that exceed 3 minutes (4 Minutes for Sustained Success Entries)

Videos should not exceed 3 minutes in length (4 minutes for Sustained Success entries).

5. Translation for non-English Creative Work

Entrants submitting creative materials that are not in English are required to provide translation. Translation should be done via subtitles on the creative video, on additional translated text in the Creative Showcase, or on an additional translation page attached. Judges may disregard untranslated information or mark down entries with insufficient translation that affected your understanding of the execution.

D. HOW TO SCORE EACH SECTION

Strategic Communications Challenge + Objectives

Entrants were asked to address:

- The market background of the case.
- The state of the brand's business, marketplace/ category before their campaign started, and the business challenges. (Contextualise the difficulty and detail how they addressed it.)
- Define their target audience, and why they are important to the brand and business growth.
- Their measurable objectives and key performance indicators (KPIs).

HOW DO I JUDGE THE STRATEGIC COMMUNICATIONS CHALLENGE & OBJECTIVES?

This section is the glue that shapes the other elements of the case which are assessed for both suitability and ambitiousness within the framework of the challenge.

In this section weight should be given both to the degree of difficulty and to whether the entrant has provided enough context to evaluate the case's effectiveness. You may choose to provide a lower score if context regarding the category situation is missing or if an explanation of why the goals were challenging is missing.

Insights & Strategic Idea

Entrants were asked to address:

- How they got to the strategic insight and how that insight led to the big idea.
- The big idea and how it drove the effort in delivering breakthrough results.

Bringing the Idea to Life

This section encompasses Question 3 of the Entry Form, the Creative Materials and the Media Addendum. Please review all of these to give your score.

Entrants were asked to address:

Written Form:

Entrants should describe and provide the rationale for their communications strategy. How did the creative and media strategies work together to reach their specific audience?

Media Addendum:

The Media Addendum provides detailed information on the media channels used, media spend, etc.

Creative Materials:

Entrants were asked to showcase:

- The integral creative that brought the idea to life. It should exemplify the rationale described in this case that ran in the marketplace. Complete examples of work except where editing is necessary for time purposes.

FAQ: HOW SHOULD I JUDGE THE CREATIVE VIDEO?

The purpose of the video is to showcase the main work that drove the results and should be judged relative to the stated creative strategy.

- Please consider how well the work reflected the articulated Strategy and Idea.
- Your scoring should be based on the creative work that ran in the marketplace for the case, NOT on the production value of the creative video.
- It is fine for a video to simply show examples of the work without explanation of the challenge, objectives, strategy, or editing effects. It is acceptable for entrants to include strategy, set up, and editing effects, but these are not required or encouraged by Effies.
- It is also fine to show quick pan shots of social engagement as part of the execution, but it should not be presented in any manner that suggest results of any kind including social metrics or scrolling numbers that simulate growth.

Including Results on the creative video are grounds for disqualification. While it is not required, entrants may include a general, unspecific statement to provide closure to the video; however, specific results such as numbers stated directly or implied may not be included.

ACCEPTABLE

"The brand had one of their best years yet."
"Sales skyrocketed and the brand was doing better than before."

UNACCEPTABLE

"Sales increased by 20%."
"We received over 10,000 Facebook likes in just 3 weeks."
"We beat our closest competitor and became #1 in our category."

Results of any kind – including social metrics or scrolling numbers that simulate growth.
Agency names/logos
Competitive work or logos

Results

Entrants were asked to address:

- How their effort succeeded, and why the results were significant for the brand, relating these results to category, prior year context, the audience, the objectives and the KPIs.
- Demonstrate how the individual KPIs achieved tied together and collectively impact the overall success.
- Entrants must source all results/research with the specific time period. Sourcing can be advertiser data, agency research and third party research companies. Proof may be indexed.
- Explain if there are anything else going on that may have helped drive results.

Judges should look for direct correlations between real objectives and results. Evaluate the degree to which the Results clearly demonstrate success in achieving the stated objectives.

E. REASONS FOR DISQUALIFICATION

1. Results not referenced.

All data, claims, facts, etc. presented anywhere in the Entry Form must reference a specific, verifiable source. This could be advertiser data, agency research or third party research companies. It is fine to cite 'Agency Research' without specifically naming the Agency.

2. Agency names/logos published in the Entry Form and/or Creative Materials.

Effie Awards is an agency-blind competition. Agency names and logos must not be cited in the Entry Form, Media Addendum or Creative Materials.

3. Including results or competitive work on their Creative Materials.

Entrants are not allowed to include results of any kind, or competitive work in the Creative Materials. Entrants may include a 'closure' statement at the end of the video, however they may not include any numbers stated directly or implied.

4. Failure to adhere to the Effie Eligibility Rules

Only cases that have ran in the Asia Pacific region during the qualifying period (QP): 1 July 2017 to 30 September 2018 may enter in the competition.

The data presented must be isolated to the market(s) in which it was entered. It is fine for the work to have started running before or continue running after this period, but the results that judges are evaluating must be within the QP. Data prior to the QP may be included for context, and must be indicated clearly.

5. Failure to follow the Formatting Requirements.

Entrants may NOT include competitor's logos, agency logos and their creative work anywhere in the entry form or creative materials.

Logos of the entering brand/client may be included in the entry form, however all other logos are not permitted.

Screen grabs and images of the creative work should only appear in the Creative Materials. Entrants should NOT include them or any other graphics or pictorial elements in their written Entry Form.

In general, entrants should use the space intended for Charts & Graphs for this purpose. The space for Charts & Graphs should not give entrants an unfair advantage in terms of word count or presentation of their creative work. (e.g. Using the space to showcase social media comments, their creative work or a statement that could be written into the entry form etc.)

6. Missing Translation

All entries with non-English creative materials must include a translation page (subtitles within the creative video are also acceptable).