



Dear Judges,

## **APAC Effie® Awards 2020 Judging Guide Round 1**

A warm welcome to Round One Judging.

We appreciate you taking the time off to serve as a juror. It is with your support that the Effies can maintain its rigorous judging process and continue to be one of the most highly coveted accolade of our industry.

You will be reviewing between 25 to 30 entries. Each entry contains a written case and creative materials.

### **Categories**

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

### **Judging Guide**

Prior to judging, please review the Judging Guide in its entirety even if you are a returning juror as some rules have been further refined.

- A. Scoring
- B. Important Guidelines
- C. How to Score Each Section
- D. Reasons for Disqualification

### **Confidentiality Policy**

As the contents you will be reviewing during the judging sessions are privileged information, you will be asked to 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. You will be prompted to agree to the Confidentiality Statement on your first login to the Judging Portal. This is necessary before proceeding with the judging session.

### **Contact Information**

At any time should you require any assistance, please do not hesitate to reach out to the APAC Effie Team at:  
Phone: +65 6245 0049 Mobile: Nicholas Goh +65 9146 8233 / Bee Hong CHUA +65 9271 0900  
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Kind regards,

**David Porter**

Chairman

APAC Effie Awards 2020

## A. JUDGING INSTRUCTIONS

### 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 Section B for more detailed advice on scoring.

You will be reviewing 2 items for each case – (i) Entry Form and (ii) 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.**

The Creative Material should be reviewed with the Media Addendum and response to Question 3 of the Entry Form – ‘Bringing the Idea to Life’.

#### a) Entry Form

This is the written case that details the challenge, objectives, idea, strategy and more importantly, should be the only place where the results are presented.

Each entry contains both the questions entrants were asked to address and their responses. 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.

#### b) Creative Materials

The objective of the Creative Materials is to showcase the integral creative that brought the idea to life and drove the results. It supplements the entry by showcasing the execution and does NOT replace the written case, and should be judged relative to the stated creative strategy. It should include at least one complete example of each of the integral communication touch points mentioned in the written case.

Your scoring should be on the creative as it ran in the marketplace and NOT on the production value of the Creative Video. It may be presented in any of the formats – PDF, video or PDF + video, and should be viewed in totality.

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

### 2. Recuse yourself from judging an entry

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

#### **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.

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 Effies 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 does not meet the category definition. Give your reasons and continue to score the entry as per normal. The Judging Committee will review the case.

### **5. Mark an entry for advancement into Round 2**

If you feel that the entry is worthy to progress into Round 2, please indicate it on the respective column for "Advancement". It is important to ensure that your scores reflect your intent as the Judging Committee depends on the scores to determine the cut-off points for advancement into the next round.

Please refer to the scoring guidelines and scoring scale provided in the Section B.

### **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. This will further explain your scoring and provide additional information to the Judging Committee. In addition, these insights also give judges the opportunity to provide direct and anonymous feedback to the team who crafted the entry.

Please comment on the strongest and weakest elements of the case so that we may understand why the cases did or did not achieve finalist or winner status.

### **7. Share feedback on the evaluation form sent to you after the judging session.**

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

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	
Strategic Challenge + Objectives =	23.33%
Idea =	23.33%
Bringing the Idea to Life =	23.33%
Results =	30%
<hr/>	
100% of final score	

Your scores plays a crucial role in determining if the case will progress to Round 2, therefore please send a clear signal with your scores. You will also be asked to flag an entry for advancement into Round 2. While these flags are considered by the Judging Committee as part of the review, they do not replace the scores in determining the results.

As entrants take much effort in preparing the submissions, we ask that you judge each case based on the merits and responses in each section. Do not simply mark the lowest score of 10 points in every section as it will impact the Average Composite Scores and may not present a fair assesement.

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

Example: If your score is **85 / 70 / 70 / 80**, the Judging System will weight the scores as follows:

Strategic Challenge + Objectives = **85** x 23.33% = 19.83

Idea = **70** x 23.33% = 16.33

Bringing the Idea to Life = **70** x 23.33% = 16.33

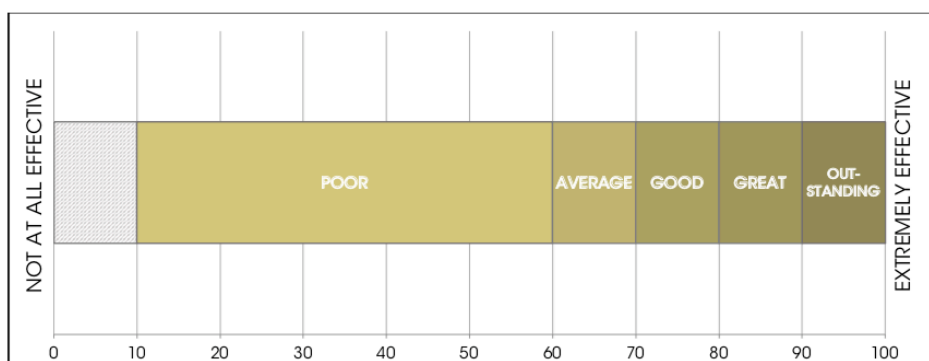
30% Results = **80** x 30% = 24.00

Composite score = **76.49**

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. For each scoring section, provide a score of **10-100** in whole numbers.
2. Please review the written entry form **BEFORE** reviewing the Creative Materials.

### 3. 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 date, type of research and time period covered.

Sources can be advertiser/client data, agency research or third party research companies. As the competition is agency-blind, sources should **NOT** include any agency names. Names of Advertiser or Third-party research companies are fine.

Entrants may cite their sources in the Sourcing Box provided at the bottom of each section or in the commentary itself. You may disregard data or claims, which are not sourced, and mark down entries with insufficient sourcing that may have compromised its credibility.

### 4. No mention of results on Creative Materials

Results are **NOT** allowed in the Creative Materials.

### 5. Eligibility

A case may be entered into one Products & Services Category and multiple specialty categories up to a maximum of four entries. You may see multiple entries of the same case across your judging. This is fine provided:

- a) It is not within the same category.
- b) It is not in 2 different Products & Services Categories (e.g. appearing in New Products & Services and Beauty & Wellness).

### 6. Formatting Requirements

- a) Links are not permitted in the Entry Form or Creative Materials, to direct judges to websites for further information or further examples of their work.
- b) Competitor logos and creative work should **not** be included anywhere in the Creative Materials.
- c) Any other graphics or pictorial elements such as screen grabs and images of the creative work, should **not** be included anywhere in the Entry Form.

### 7. Videos should not exceed 3 minutes (4 Minutes for Sustained Success Entries)

### 8. 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. You may disregard untranslated information or mark down entries with insufficient translation that affects your understanding of the execution.

## D. HOW TO SCORE EACH SECTION

### I) 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?

The definition of the Strategic Communications Challenge is the glue that shapes the other elements of the case.

- Please ensure that the challenge is clearly understood, both as described in the case and from any other knowledge you may have of the particular category.
- Assess the remaining elements of the case for both suitability and ambitiousness within the framework of the Strategic Communications Challenge.
- 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 in this section.
- Entrants should also outline the goals they had for the case. If the entrant did not have objectives upfront or they were open-objectives, they should explain this.
- You may choose to down score a case if there is missing or insufficient context regarding the category situation or explanation of why the goals were challenging.

### II) 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.

### III) BRINGING THE IDEA TO LIFE

#### Entrants were asked to address:

##### Written Form:

- The rationale for their communications strategy that brought the idea to life, as borne from the insights and strategic challenge described in the previous section.
- How the media and creative strategy worked together to reach their specific audience and why the channel choices were right for your audience and idea.
- Any change in communications strategy over time? If so, how?

## 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.

### 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, provided it does not cause any confusion to judges as to how it ran in the marketplace. Please note that these additional information are not required or encouraged by Effies.
- It is also fine to show quick pan shots of social media engagement as part of the execution, but it should not be presented in any way that suggest results of any kind, including social metrics or scrolling numbers that simulate growth.
- Including **Results in the Creative Materials are grounds for disqualification.** Entrants may include a general, unspecified statement to provide closure to the video; however, specific results such as numbers stated directly or implied may not be included.

<b><u>ACCEPTABLE CLOSURE STATEMENT</u></b>	<b><u>UNACCEPTABLE CLOSURE STATEMENT</u></b>
<i>"The brand had one of their best years yet."</i>  <i>"The brand was doing better than before."</i>	<i>"Sales increased by 20%."</i> <i>"We received over 10,000 Facebook likes in just 3 weeks."</i> <i>"We beat our closest competitor and became #1 in our category."</i> <i>"We achieved massive sales and became the top in our category."</i>

## IV) 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 impacted 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 was anything else going on that may have helped drive results.

**You 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. (See Page 5 for the Sourcing guidelines).

### 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 2018 to 31 August 2019 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 also be included for context, and must be indicated clearly.

### 5. Failure to follow the Formatting Requirements.

- Links are not permitted in the Entry Form or Creative Materials
- Competitors' logos and creative work should NOT be included anywhere in the Creative Materials.
- Any other graphics or pictorial elements such as screen grabs and images of the creative work, should NOT be included anywhere in the Entry Form.

In general, entrants should use the space intended for Charts & Graphs for the intended purpose. The space should not be used in any way that give entrants an unfair advantage in terms of word count or presentation of their creative work. Examples include using the space to showcase social media comments, creative work or a statement that could be written into the entry form etc. are not allowed.

### 6. Missing Translation

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