

APAC EFFIE 2020 - FAQs

1. How is an Effie judged?

Unlike some award competitions that operate on a voting system (In or Out), 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

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. Do not simply mark the lowest score of 10 points in every section as it will impact the average composite score and may not present a fair assessment in a highly competitive environment.

2. How do I ensure an entry I think is great will be a winner?

Winners are determined based on scores. All judges' scores are factored into the calculation of an Effie winner. If you think an entry is truly worthy of winning an Effie, use the high end of the scale. Up to three (3) Effies are awarded to the top scoring entries in each category, and a 4th Effie may be awarded in a category that is closely fought. No Effie is given if a case does not score high enough.

Bear in mind that the results section is weighted higher than the others: 30% of the total score, while each other section accounts for 23.33% of the total score.

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



3. This case doesn't talk about Business Results. How should I judge the Results Section?

Effie is open to all forms of effectiveness. For some cases, it can be very important to achieve a change in awareness or behavior. For other cases, the goal may be business growth or sales. The determining factor in awarding an Effie lies in how challenging the goal was in the category, competition and brand situation; and the degree to which the results clearly demonstrate success in achieving the stated objectives.

4. Where do I put the score for the creative? What if I think the creative work is standard and not groundbreaking?

Bear in mind that Effie is a competition of the most effective marketing communications ideas, and we are not awarding creative work alone.

The score for the Creative Idea constitutes 23.33% of the total score, and should be evaluated along with the Media Addendum and the response to "Bringing the Idea to Life" (Question 3 of the Entry Form).

It may be possible that the idea may not be original or breakthrough, however, the work executed against it was fantastic and based on strong insights. The media and creative strategy worked together to reach their specific target audience, and it achieved phenomenal results in the context of the challenges, hence this entry may be deserving of an Effie.

5. If an entry only uses one medium, should it be judged as effective as one that uses multiple mediums?

The Effies accept any entries that are driven by one medium or by multiple mediums. As the Effies are about effectiveness in achieving challenging goals, sometimes one medium works more effectively than a combination.

What matters is this - did the entrants have challenging goals? Did they achieve significant results? Did they justify why their media & creative strategy made sense for their audience and ultimately, **did it work?**

6. What if the entrant hasn't provided enough detail about their competitors or category to make an informed judgment about whether the results achieved are significant?

Anything that diminishes the clarity of the proof or has data missing that makes it impossible to access the significance of that proof, may be an appropriate basis for lowering the scores. Please use your professional judgement in evaluating the case.



7. How can large budget entries be compared to small budget? How can regional entries be compared with national?

Effie honors the most significant achievement in marketing communications: **Ideas that work.**

Any marketing communications efforts that contribute to a brand's success, whether full campaigns or unique efforts within a campaign are eligible to enter and compete for an award. Retail experience, viral, buzz, digital, direct mail, PR, radio, TV, print, etc. – any one or multiple combinations of marketing touch points – are eligible for an Effie, as long as results are proven.

To succeed entrants must detail the “why” behind the strategy and provide proof that the work achieved significant results. Effie judges see a wide-range of cases, including efforts that span months or years and efforts that span a single day only. Cases can also be regional or national in scope.

The key item that separates the winners is not overall scope, size, or duration of the case but whether the objectives were challenging and the results achieved were significant in the context of the category, audience, competition, resources, idea, strategy, etc. Was it an idea that worked?

8. Will the top scored entries automatically receive an Effie?

To receive a Gold Effie, an entry must score high enough for the minimum cut-off. If no entry scores high enough, no Gold Effie will be awarded. The same principle applies for both Silver and Bronze Effies. Similarly, to be a finalist, an entry has to meet the minimum cut-off scores.