

# HOW TO WIN AN EFFIE?



Effie InfoClass Feb 18 2011



# No Sponsors, no Effies!

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# Agenda

## 1. History, organisation, information

*Michel Tubbax*

*CEO Effie Awards*

*MD StepStone Belgium*



## 2. Useful information concerning the Effie Jury process

*Marc Frederix*

*Director Marketing, Sponsoring*

*and External Communication*

*Nationale Loterij/Loterie Nationale*



### 3. Coffee break



## 4. Golden hints and tips of a Gold Effie winner

*Bert Denis*

*Head of Strategy*

*TBWA*



## 5. How I won a Gold Effie Award

*Nicolas Lambert*

*Marketing Director*

*Alken-Maes*



If questions:

Don't wait, just shoot!



# Effie Awards: why?

- The EFFIE competition rewards advertising campaigns (in the broad sense) that proved their effectiveness
- A professional jury evaluates the cases in 2 steps: first the facts & figures, afterwards the creative part of the campaign



# Where does it come from?

- Created in 1968 by the New York American Marketing Association (NYAMA)
- Present in 41 countries
- Came to Europe (Germany) in 1981.  
Netherlands in 1983, Belgium in 1987 and France in 1994.
- Organised in Belgium by the UBA, ACC and the Stichting Marketing, with the support of Media Marketing and Famous.



# Who participates?

- Ad agencies (or consultants) + advertisers
- Image building campaigns  
(merkopbouw/campagnes d'image)
- Activation campaigns  
(gedragcampagnes/comportement)
- sensibilization campaigns  
(bewustwordingscampagnes/sensibilization)



# Jury?

- **Advertisers: 8 members of the UBA**  
(Frederix, Wallez, Courbet, Mottint, Daels, Lambert, Crochelet, Steppe)
- **Agencies: 4 members of the ACC**  
(Fauconnier, Hollander, Teulingkx, Denis)
- **Market research: 2 persons**  
(Vercraye, Lieberman)
- **Academic world: 2 persons**  
(De Pelsmacker, Schuiling)
- **Independent consultant**  
(Cuckier)
- **Presidency: Marc Frederikx, Nationale Loterij/Loterie Nationale**



# What can you win?

- Bronze, Silver, Gold, Grand Effie
- Effectiveness Measurement Award
- Effie Award Ceremony: 500 persons
- Effie Seminar in September 2011
- The Effie Effectiveness Index
- And lots of success & fame!



# STUUR NU UW EFFIEDOSSIER IN

## EN U EINDIGT MISSCHIEN OOK OP EFFIELEAKS.ORG

### Onze Missie:

Effieleaks is een non-profit organisatie die openbaar wil maken hoe Effiewinnaars hun levensstandaard aanzienlijk verhoogd hebben. Want Effiewinnaars laten niet alleen het merk waarvoor ze werken de vruchten plukken van hun opzienbarend marketinginzicht. Zelf komen ze er ook niet bepaald bekaaid vanaf. Onmetelijke roem en het daaraan verbonden geldelijk gewin zijn hun deel. De bewijzen daarvoor zijn talrijk en willen we niet onder stoelen of banken steken, maar delen met iedereen. Zo zal niemand nog kunnen ontkennen dat het winnen van een Effie award een garantie is voor een succesvolle marketingloopbaan. Bovendien zullen steeds meer mensen zich realiseren dat dit ook binnen hún handbereik ligt en zullen ook zij effectieve reclame willen maken om een Effiedossier te kunnen insturen. Ziedaar het nut van Effieleaks.

### Steun ons:

Effieleaks spant zich onverminderd in om aan het licht te brengen dat het winnen van een Effie voor de inzenders van het



dossier geen windeieren heeft gelegd. Wij rekenen ook op uw bereidheid om deze bewijzen mee te helpen verspreiden. Ook kunnen wij niet steeds altijd en overal aanwezig zijn, dus willen wij ook graag beroep doen op uw oren en ogen. Bent u getuige van het materieel succes dat een marketing manager te beurt valt na Effiewinst? Lek het naar ons door. Want alleen door steeds groeiende bewijslast kan Effieleaks zijn effectiviteit behouden.

### Steun uzelf:

Willen we het fenomeen dat we op Effieleaks zo uitvoerig aan bod brengen in stand houden, dan zullen we het wel moeten blijven voeden aan de wortel. Maar om te winnen moet u natuurlijk eerst een dossier insturen. Het is makkelijker dan u denkt. Surf naar [www.effiebelgium.org](http://www.effiebelgium.org) en doorloop daar de eenvoudige procedure om in te zenden. Alleen zo maakt u kans op Effiewinst, die u een plotsklaps groeiende aanwas zal opleveren aan opties om uw carrière naar ongekende hoogten te sturen. En zo schittert u voor u het weet zelf op onze Effieleaks.



## KEEP US EFFECTIVE

HELP EFFIELEAKS DE DECADENTE LEVENSWANDEL  
VAN EFFIEWINNAARS BLOOTLEGGEN

*Michel Tubbax oprichter Effieleaks*



**effie**  
awards  
belgium

# The real objective

- Increase the professionalism in the market

*“If you don’t know where to go, any road will lead you there”*

- Demonstration that ad campaigns really deliver

*“Advertising is not a cost, it’s an investment”*



# How does it function?

- Read and follow the info page on our site, send us a 10 page (max!) case, and the creative material, before the end of March
- Join us on June 7th for the Award Ceremony, and discover that your case is a winner
- All info on [www.effiebelgium.org](http://www.effiebelgium.org)



# What kind of campaigns can participate?

- Commercial & non commercial campaigns that build brand image, that activate, that sensibilise
- Sent in by a combination of a Belgian agency and a Belgian advertiser
- National and int'al campaigns, in so far that effectiveness in Belgium is proven
- Campaigns that started before Nov 1st 2010, with minimum length of 3 months
- All campaigns, except:



# Excluded

- Cases that already participated. Only short term cases can be sent in again as a long term case (minimum 3 years)
- Cases with effectiveness exclusively due to price setting, distribution, product improvement,..
- Campaigns of which a case study was published or presented after March 31st
- Campaigns with a JEP problem, except



# Not excluded

- Campaigns that were adapted according to the JEP advice
- Campaigns that the JEP condemned because of “niet van goede smaak”, “pas de bon goût”
- Campaigns with different creative executions, out of which only some are rejected by the JEP. Only if these creative executions do not fundamentally change the campaign.



# Image campaigns

- Long term
- Can be more campaigns of the same strategy
- Result of the campaign is shown in terms of brand preference or brand consideration, has to be proven in terms of market share, sales figures



# Activation campaigns

- With immediate result after the launch
- Results can be commercial or non commercial (membership, fundraising,..)
- Short term, = or <1 yr.
- Results= sales, turnover, profit, share of market, membership, fundraising,..



# Sensibilization

- Campaign objective= awareness, (positive) attitude or perception about a non commercial product or idea
- Criteria: attitude, intention, public agenda, behaviour
- Attitude results can be used, but are sometimes not relevant, because of reglementation/politics



# Media

- No restrictions
- Mention all used media: above, below, social, digital, events,..
- Explain your strategy and timing behind the different media waves or types



# Duration of the campaign

- Show start of the campaign
- LT campaign= can be older than 2009, but had to run between 1/1/2009 and 1/2/2011, including facts & figures of the period 1/1/2010 to 1/2/2011



# Jury

## Phase 1:

- only the case study, no creative material
- 2/3th of the points
- Selection of campaigns that participate in Phase 2



# Jury

- Phase 2
  - Creative material. Please just the creative material. No sales pitch, no Cannes reel
  - 1/3th of the points



# Jury

- Result: Gold, Silver, Bronze
- Grand (campaigns + 3 yrs.)
- Measurement of Effectiveness Award: for use of research that is used to determine strategic choices (not the pre- or post test)
- New: as from 2011: Phase 1 and Phase 2 are planned on 1 day



# Objectives

- Can be sent in before September 2010
- Awareness, Attitude, Behaviour
- Behaviour: number of clients, frequency
- Advertising facts: awareness, message transfer,..
- Brand figures: awareness, associations, preference, intentions,..



# Objectives & Results

- Commercial?
- Marketing?
- Communication?
  
- Target group(s)?
  
- Be SMART
- CCC: coherent, credible, consistent



# Confidentiality

- Strict confidentiality
- Member of Jury working in/for a bank, will not judge a ING or KBC case
- After June 6th, results can be asked for
- If figures are really top secret, use indices



# Publication

- Invitation for the Award Ceremony by Corelio
- Effie Book
- Effie Seminar on Sept 14th
- Effie website



# Cost

- 1900€, 2 tickets for Award Ceremony included
- Please: 50% split agency – advertiser...
  
- If agency is not a ACC member: + 2000€
- If advertiser is not a UBA member: + 2000€
  
- Campaigns for sensibilization: 50% reduction  
(if recognised vzw or asbl, gifts tax deductible)



# Participation document

- 18 points, max 10 pages
  1. Product or Service brand, campaign title
  2. Description: name, function, new product?, differences with similar offers, price level,..
  3. Duration of the campaign



4. Type of campaign: 3 categories

5. Communication means (incl media types) that are used, in %

6. Budget: media budget, other budgets



7. Market situation: is market growing?, market segments, in what segment is the brand active?, differentiation of the product, consumer habits. Social, legal, political, economical changes that influence the market.

Think holistic: distribution, price,...

8. Analysis of competition: direct or indirect, number, position, trends, distribution, price segments, promotion sensibility,..



## 9. Objectives of the campaign (commercial or non commercial):

- brand objectives (SOM, brand preference,..),
- behaviour (sales, fundraising,..),
- sensibilization (opinion,..).

Look for coherence between objectives and results of the campaign

Objectives: sales, volume, r@d, distribution level



## 10. Communication Strategy

Describe how the communication will help in achieving the campaign objectives

Task of each piece of communication



11. Communication Objectives. Is key. Decisive role of communication is to be proven. Quantitative objectives for the main drivers. How will they influence the results? Clear parameters/variables.

12. Target (socio-demo, qualitative, in segmentation context, consumer insights)



13. Creative Strategy (proposition, tone of voice, use of humour, informative/associative/comparison), coherency to objectives, coherency to communication means, contribution to effectiveness

14. Media Strategy: on- and offline, reason-why, how are they used, SOV in the sector/segment,...

15. Influencers (climate, politics, competition,..)



## 16. Results of the campaign (commercial-non commercial)

- Behaviour (sales, fundraising,..)
- Brand (SOM, preference, intention)
- sensibilization (opinion, attitude,..)

Objectives achieved? Link this to the objectives.

Use of indices when confidential.

Always indicate source/timing



17. Results of the communication: in line with communication objectives (point 11)

Time span of results?

18. Effects of communication: prove clearly the effects of the communication; prove R.O.I.; *why should my case receive an Effie?*













