

2022 entry kit



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Introduction

Effie® Awards: Celebrating Ideas That Give Results and the Speciality Behind Them.

Effie's mission is to lead; champion and inspire the practice and practitioners of marketing effectiveness. The Effie Awards honor the marketing industry's most effective work. The competition is open to all forms of engagement, whether mainstream or alternative, digital or print, design or advertising, paid or unpaid. Any form of marketing communication can enter - if you have insightful strategies, outstanding creatives and the market results to prove it, enter it!

Sri Lanka Institute of Marketing became the franchisee of Effie Awards in Sri Lanka and held the inaugural awards show in 2008, which was an overwhelming success. The main aim of SLIM in bringing Effie Awards into Sri Lanka was to build a culture of effectiveness and learning in the advertising fraternity and to celebrate the teamwork between client and agency that creates effective work. We believe that the most important objective of communication is the achievement of the brand's core strategy be it building equity, generating trial or creating talkability. Sri Lanka recognizes the advertisers and marketing communications agencies, which produce great work at the Awards Gala and in the Awards Journal where winning and finalist Effie teams are also ranked in the Effie index®, published annually by Effie Worldwide.

The 2022 Effie Sri Lanka competition will assess the effectiveness of all campaigns launched from Jan 2021 to Mar 2022. All campaigns that had work running with measurable results during this time in Sri Lanka are welcome to participate. We invite you to fully utilize the tips in this document to craft your winning entry whilst paying close attention to the rules and other key information.

We wish you success with your entry and look forward to recognizing the most effective work.

key information

What's new & important

Effie Awards 2022 Sri Lanka offers new industry and speciality categories to compete in/under.

New Industry Categories:

Delivery Services

Education & Training

New Speciality Categories

General Specialities:

Brand Integration & Entertainment Partnerships

Commerce and Shopper:

E – Commerce

Single – Retailer program: Mass Merchants, Supermarkets, Drugstores.

Business Challenge Categories:

Covid Response/ Critical Pivot

Marketing Disruptors

Media Categories:

Media Innovation

Digital:

Social Media

entry basics

eligibility & rules

Any and all marketing communication efforts, whether full campaigns or unique efforts within a campaign will be eligible to enter. Retail experience, mobile, word of mouth, viral, buzz, direct mail, pr, radio, tv – anyone or any multiple combination of mediums – any examples of work that demonstrate how you tackled your objectives can be entered. To enter, you must detail the “why” behind the strategy and provide proof that your work achieved results.

eligibility rules

1. Only campaigns/efforts that have run between the qualifying period of January 1st, 2021 to March 31st, 2022 will be eligible to enter into Effie Awards Sri Lanka 2022 (Note: the category of Sustained Success has a special eligibility timing - review the category definition for full details on the Sustained Success category eligibility.) Your campaign must have made an impact during this time period and the results you provide must be within this time frame. Elements of your work may have been introduced earlier and continued through this period, but your case must be based on data relative to the qualifying time period. Judges will evaluate success achieved during the eligibility time period.
2. Do not include results after March 31st, 2022 - this will result in disqualification.
3. Only campaigns/efforts that have run in Sri Lanka may enter the competition. If your work ran in multiple markets, you must enter the work that ran in Sri Lanka and be able to demonstrate the success within the Sri Lankan market.
4. A case can be entered into only one Product and Service category and multiple Specialty categories.
5. Effie Awards does not accept test efforts into the competition.

entering multiple categories

You may enter an effort into a maximum of 4 categories, with no more than 1 Product/Service category. You will need to submit a separate entry and pay separate entry fees for each category submission for an effort. Each entry should be customized to speak to the specifics of each entered category. Judges frequently express frustration when an entry clearly wasn't tailored for the category they are viewing. The Effie Awards reserves the right to re-categorize entries, split/redefine categories and/or refuse entry at any time.

re-entering past winning work

If your work continued running in this eligibility window and you have results from this eligibility window, you may re-enter past winning efforts within the following requirements:

- 2021 Effie Gold winners can re-enter a category in which they did not win Gold. Effie 2018 and earlier Gold Effie Winners can re-enter any category.
 - Note: If you are interested in entering a different effort by the brand into the same category, it may be eligible for entry.
- Past Silver and Bronze Effie winners can re-enter any category.
- Past Gold Sustained Success winners can re-enter the Sustained Success category after 3 years.
- 2021 David vs Goliath winning brands (Gold/Silver/Bronze) are not eligible to enter David vs. Goliath category this year. This year, David vs. Goliath winners from Effie 2018 and earlier can re-enter this category

additional rules

1. Each entry entered into an additional category is considered as an individual entry, where a separate set of Entry Form, Authorisation Form, Creative Materials and a payment have to be submitted.
Note: Entry form/written case should be customised for each new entry to best describe how the case has performed well in the context of the particular category. In such instances, judges can identify when a standard entry has been reused for multiple categories.
2. Where more than one agency has worked on the case, it has to be agreed in between the involved parties which company will be making the entry. In the event that the same entry is submitted by two different entrant companies, the Organiser will notify the companies, return the case and request to be resubmitted with the required change.
3. Effie's credits allow for up to eight companies to be recognised. Collaboration yields the strongest cases and companies are encouraged to credit all relevant partners and work with them to gather the data and work that will yield the most effective entry.
4. All data in the entry form must be clearly referenced and sourced. Failure to do so can result in the disqualification from the competition. (Please see Entry Form for more details on sourcing your data correctly.)
5. Entries must be authorised by a representative each from both client and agency, with 2 signatories included on the Authorisation Form. This is to certify that the data submitted is accurate and a true portrayal of the case's objectives and results.
6. Entry forms have to be completed in standard **black font, 10-point or larger**, and kept to the page limit as specified in the Entry Form. Additional pages will be removed and will not be seen by judges. **Handwritten submissions will not be accepted.** Charts and graphs can be presented in colour.

7. Translation: Entrants submitting creative materials that are not in English are required to be translated. Translations should be done via subtitles on the 3-minute creative video. For any non-English creative materials that are NOT submitted on the 3-minute creative video, entrants must provide written translation as an additional one translation page attached to their written entry form. (One page for written translation is recommended. If your translation requires more than a page, it is acceptable).
8. Submissions will not be considered completed until all required forms and creative materials have been submitted, with the full payment made. Only completed, paid submissions will be processed. Incomplete submissions will be disqualified with no refunds made.
9. The Effie Awards is an agency-blinding competition. **Please do not cite any agency names or logos in the entry form, evidence of results and creative materials that will be seen by judges.** This will lead to disqualification.
10. The Organiser reserves the right to split/combine/redefine categories and/or move entries to more appropriate categories, or to refuse any entry at any time.
11. No refunds will be made for withdrawals once cases have been submitted.
12. The Organiser reserves the right to disqualify entries which do not meet the entry requirements. No refunds will be made for any disqualifications.
13. All decisions made by the Organiser in all matters relating to the completion shall be final and binding.

competition calendar

Competition open for entries	November 14 th , 2022
On time deadline	December 20 th , 2022
Final deadline	December 23 rd , 2022
Judging	January 2023
Effie Awards Sri Lanka 2022 Gala	February 2023

entry deadlines & fees

Deadline	Entry Date	Entry Fee
On time deadline	December 20, 2022	LKR. 25,000.00
Final deadline	December 23, 2022	LKR 30,000.00

entry acceptance & payment process

Your entry will not be included in the pool of cases for judging without full payment or if they are incomplete in anyway.

If you would like to pay by cheque, please make the payment in favour of

‘Sri Lanka Institute of Marketing’

You will receive entry confirmations and campaign identification numbers for all follow-up correspondence once all entries have been processed. To be on-time an entry must be uploaded to the effie.lk web portal. Once you submit an entry you cannot change it without contacting the Effie Sri Lanka admin at SLIM.

Project Chairman,
Effie Awards Sri Lanka 2022,
#95, Ananda Rajakaruna Mawatha,
Colombo 10.

new entrant discount

If your company has not submitted work in 2017, 2018 or 2019 competitions as the lead/entering company, your company is eligible for a 50% discount on all entries you submit. New Entrant Discount requests should be made prior to submitting your entry.

categories overview

Products & Services Categories	Specialty Categories
Agricultural / Industrial / Building Automotive – Aftermarket Automotive – Vehicles Beauty Beverages – Alcohol Beverages – Non-Alcohol Culture & The Arts Delivery Services Education & Training Electronics Energy, Nutrition & Fitness Entertainment & Sports Fashion & Style Finance Financial Cards Government, Institutional & Recruitment Healthcare Home Furnishings & Appliances Home Supplies & Services Insurance Internet/Telecom Leisure & Recreation Media & Entertainment Companies New Product & Service Non-Profit / Pro-Bono/ Public Service Office & Delivery Packaged Food Personal Care Professional Services Real Estate Restaurants Retail Snacks & Desserts Software & Apps Transportation Travel & Tourism	General Specialities: Brand Experience Business to Business Brand Integration & Entertainment Partnerships Business Challenge Categories: Corporate Reputation David vs Goliath Renaissance Seasonal Marketing Small Budgets Products & Services Sustained Success Covid Response/ Critical Pivot Marketing Disruptors Digital: Social Media Health: Disease Awareness & Education Advocacy Media Categories: Data Driven Media Idea Content Partnerships Media Innovation Positive Change: Environmental: Brands, Non-Profit Social Good: Brands, Non-Profit Speciality Audience: Influencers Youth Marketing Commerce and Shopper: E Commerce Single - Retailer program: Mass Merchants, Supermarkets & Drugstores etc.

entry submission

procedure

1. Before you begin your entry, download all necessary entry materials from the website: www.effie.lk this includes the Entry Kit, Publishing Policy & Permission Form and Client Authorisation Form.
2. All entry submissions should be registered before submitting completed official entry form. **Note: Make sure you have in hand the credits details for your case in order to complete this step.**
3. All entry submission registrations are done online. There are 3 stages to the entry submission.

Stage 1 – Requires entrants to register themselves in the Effie Sri Lanka entry portal upon completing all required fields, a confirmation email will be sent to you.

Stage 2 – After email id verification, you can submit your entry(s) details and obtain the entry number (**Note: entry number should be included in all hardcopies of the entry kit and creative materials**).

Stage 3 - After obtaining the entry id number, you can upload the entry form, campaign image (.jpeg or .jpg, CMYK minimum 3.5 inches of 300 dpi).

4. Submit the 3-minute creative reel in format of mp4, 100mb max and other materials along with the Client Authorization & Publishing Policy & Permission Form to the website.

5. Submit entry registration online on or before the entry deadline.
 - a. maximum 6 copies of any Print materials (8.5' x 11') included in the 3-minute creative reel.
 - b. 1 copy of the Completed Client Authorization & Publishing Policy & Permission Form.
 - c. 1 copy of the Payment Receipt

Important Reminder: Please thoroughly review all the information regarding how to enter, eligibility, etc. for the Effie Awards Sri Lanka 2022 competition. Entries that do not meet the guidelines stipulated by Effie Sri Lanka will be informed in writing about the areas of noncompliance. Effie Sri Lanka will give the opportunity to re-submit within the given deadline. However, if the entrant insists to submit the same entry materials without any changes, the entry kit will still be accepted. Final review is at the discretion of the jury.

entry form

The Entry Form details your written case. Carefully review and answer the detailed instructions under each question. **Do not include any agency names anywhere on the Entry Form as it will lead to disqualification** (Ad, Media or Other agencies).

Make sure your entry covered all entry form requirements in a clear, brief and compelling fashion. Also, make sure your team uses a voice of honesty and makes a convincing case - judges are looking for the real situation you started with, what you achieved and the persuasive argument that links the work to the results achieved and states why the results are significant in the context of your situation.

Your case should be an interesting and a captivating read with well-argued facts to back it up, with the use of clear charts wherever possible and clear linkages between facts, objectives, insights, strategy, and results. Simply presenting results without defending them is not sufficient. Address every objective in your results section and guide judges through the results achieved.

Additional Reminders:

- **Ensure that the Entry ID is indicated on the Entry Form.**
- Writing should be 10 point or higher and legible to judges. **Handwritten submission will not be accepted.**
- No results after 31st March 2021 can be included.
- Source all data in your entry. Judges are instructed to disregard data that is not properly sourced.

Sourcing your Data in the Entry

All data, claims, facts, etc. included anywhere in the entry form must include a specific, verifiable source. Entries that do not source data will be disqualified. Be as specific as possible in documenting all evidence; **provide sources of data, research involved and time period covered.**

You must source all data and claims you provide in the entry form either by listing the specific source next to each piece of data or in clearly marked footnotes at the bottom of each relevant page.

Acceptable sources can be: advertiser data, agency research or third-party research companies. Use the specific name of the company to reference a source except when the source is an Agency company (**ad, media or other agencies**). Because Effie is an agency-blind competition we require agency company research to be referenced via the term "**agency research**". However, you must still be as specific as possible about this source (time period covered, research involved, etc.)

Note: If a source comes from an agency, even if it is not your own, it should still be referred to as "**agency research**" to prevent disqualification. The Organiser reserves the right to check all sources provided for accuracy.

creative materials

Creative materials submitted must directly relate to your strategic objectives and results, and must have run in the market place. **Do not include the agency name anywhere on the creative materials.**

Creative Material becomes the property of the Effie Awards and will not be returned. The Effie Awards is granted the right to make copies of selected creative material for education and publicity purposes.

To submit your creatives:

1. Create your 3 min creative reel in format of .mp4, (100MB max)
2. Send separate images of your creatives for the Awards journal and promotional purposes before the entries are submitted.
3. Create a quick video of 2 minutes maximum in the format of .mp4 showing each print piece (print, direct mail, etc.) featured on the video. Your print examples must be both included on the creative reel and creative material video uploaded with the Entry to the Effie Sri Lanka entry portal. Print examples maximum 6 copies of any print materials 8.5" x 11". (magazine, newspaper, direct mail, etc) Do not include agency name on the print materials.

Effie 3-minute creative reel instructions:

Create a video up to three minutes long that best illustrates the work in the entry form. You must detail in your written case all communication touch points integral to the campaign's success. At least one example of each of these same communication touch points must be featured on the video. If time allows, you can include additional examples of specific creative materials. You do not need to feature on the video all items in the communication touch points checklist, only those integral to the campaign's success that are mentioned in your brief.

Your video must show complete commercials except where editing is necessary because of time (e.g., events, guerrilla marketing activities, sampling, etc.). You must include examples of your print, direct mail and other print items in the video. All print materials featured on the video must also be submitted in hard copy. You can use editing features such as **voiceover, text, etc.**, to better explain the work shown. Your explanation on video cannot include results.

creative materials (cntd.)

Video Rules

Maximum video length should be 3 minutes except for the category sustained success which has to be maximum 4 minutes recorded in the format of .mp4, 100MB max.

Must include	Do not include
<p>At least one complete example of each of the integral communications touchpoints mentioned in the written case (question 31*- includes any type of work (print, radio, web, OOH, TV, etc.)</p> <p>If time allows, additional examples of specific creative materials.</p> <p>Subtitle or include written translation (on the translation page of the official entry form) for all non-English creative materials.</p> <p>You may edit down video clips longer than 60 seconds when it is necessary to do so in order to show other examples of your work. However, you should showcase as much of the example as you can to give judges a clear understanding of what your audience experienced.</p> <p>Any video elements 60 seconds or shorter must be shown in full.</p>	<p>Results of any kind - including numbers of social media likes, followers, etc.</p> <p>Competitive work or logos</p> <p>Agency names, logos or images</p> <p>Any stock music/images that will cause confusion for judges with how your work ran in the marketplace. Any stock music/images that did not run in the original creative that you do not have the rights to include.</p>

Review the formatting creative requirements in this entry kit and reasons for disqualifications prior to submitting your entry to ensure your creative materials meet the requirements.

- Note: The Effie Sri Lanka team reviews each entry and tries to get corrections of any violations of the reasons for disqualification on page 23 from entrants prior to judging as part of our initiative to help entrants enter their effective work.
- However, compliance with the published rules is the responsibility of the entrant.
- We recommend all entrants to review the published rules prior to submitting in order to ensure their entry meets the published requirements.

judging criteria

The Jury is made up of some of the eminent and most experienced business leaders - CEOs, marketers, strategists, creative directors, media and research professionals. Entries are judged in two phases. The highest scoring cases from Round One will go to the Final Round. In both rounds, all elements of an entry - written case and creative elements are judged and scoring is done anonymously and confidentially. Judges are asked to evaluate specific criteria in scoring a marketing case's overall effectiveness, and provide four separate scores analysing specific attributes of the work. The breakdown is as follows:

scoring criteria

Challenge, Context and Objectives	23.3%
Insight & Idea	23.3%
Bringing the Idea to Life	23.3%
Results	30%
	100% of final score

The Judges' scores determine which entries will be finalists and which finalists are awarded a gold, silver or bronze Effie trophy. The finalist level and each winning level - gold, silver or bronze - has a minimum score required in order to be eligible for finalist status or for an award. Effie trophies are awarded at the discretion of the judges. All judging scores are carefully reviewed for evidence of bias. It is possible that a category may produce one, two, three or four winners of any level or perhaps no winners at all. Judges read your written case first and then immediately watch your video. Make sure your team reviews both together to insure they work seamlessly together before submitting your entry.

Recusal of Judges: A judge is not allowed to review and provide a score for any entry/ies from their ad agency/ office/ company, effort they have worked directly on or direct competitors work - they are therefore required to recuse themselves from judging that particular entry. There may be reasons other than the example provided that might cause a judge to recuse themselves from Judging a specific case or category.

useful information

tips for a successful entry

1. Be direct. Present your story in an easy-to-follow style with minimum hyperbole. The link between the strategic challenge, the objectives, big idea, the creative executions and results should not be hidden.

2. Identity the competitive landscape. Be sure to provide a clear picture of the market place situation, category and competitive context. It is Important to explain and frame the market context, given that this is a regional competition. Judges frequently disregard entries that fail to give this context as it is not possible to evaluate the significance of the results achieved without it.

3. Be concise. Use the space and pages provided in the Entry Form and keep within the page limit.

4. Include clear, simple, relevant charts and tables. If done correctly, charts and tables allow judges to easily assess the success of the marketing initiative.

5. Know the rules. Review the formatting requirements, entry requirements and the **“10 Reasons for Disqualification”** on next section before submitting your entry. Review category definitions to ensure your case is truly eligible for the category you are planning to enter.

6. Source Your Data and Results. The #1 reason judges mark an entry for disqualification is failure to provide a specific, verifiable source for all data, claims, and facts. Etc. included anywhere in the Entry Form. Review the guidelines in this document for sourcing your data before finalising your entry.

7. Make sure your entry **does not include an agency's name or logo anywhere** in the Entry Form or Creative Materials - Effie Is an agency-blind competition.

8. Provide **English translation** for all non-English creative materials.

9. **Tell judges why it was successful.** For every objective provide clear, sourced results and provide context for judges to judge those results and objectives. Restate your objectives and KPIs in the results section. For example, what was spent on your brand in the prior year, for the competition. etc.

10. What were results in the prior year vs. now for your brand and the competitive landscape, etc.

11. **Be compelling.** Your entry should be stimulating to read. Tell the judges a compelling story with facts to back it up.

12. **Learn from Success.** Take time to review past Effie - winning cases featured on the Effie Awards website.

13. **Proofread.** Have a few of your colleagues unfamiliar with your brand read your case through before submitting to be sure all the elements are there without typos and you have addressed all questions those unfamiliar with your brand may have after reading the draft.

14. **Customized written case to specific categories.** If the same case is entered into multiple categories. Entrants are advised to customise the written case in the best way to demonstrate how the case has performed well in context to the specific category it is entered into.

10 reasons for disqualification

The following will result in disqualification and forfeit of entry fees.

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. We reserve the right to verify the accuracy of the data with the source named.

Sources must be provided next to each piece of data or claim in clearly marked footnotes at the bottom of each relevant page of the Entry Form. Be as specific as possible in documenting all evidence; provide sources of data, research involved and the time period covered. Use the specific name of the company to reference a source except when the source is an agency company (Ad, Media or other agencies).

Because Effie is an agency-blind competition we require agency company research to be referenced via the term "agency research". However, you must still be as specific as possible about this source (time period covered, research involved, etc.). The Organiser reserves the right to verify accuracy and completeness for all sources.

2. Incomplete information in written case or creative reel.

Written Case: You must fill out every section of the entry form - do not leave any blanks and do not delete any questions or instructions from the form itself. If a question is not applicable, you must state this directly under the question. Any question left blank will result in disqualification.

Creative Reel / Showcase: You must include in the creative showcase or creative video at least one example of all communication touch points detailed in the entry form that was integral to the case's success.

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

Effie is an agency-blind competition - do not cite agency names anywhere in the entry form or creative materials. Do not cite your agency name (or any other Agency - Ad, Media, Digital or other names) as your reference source. If an agency is the source of your research, reference "Agency Research".

4. Including Results on your Creative Materials.

You are not allowed to include results of any kind on your creative materials (creative reel etc.). Refer to the section for Creative Requirements instructions in this document.

5. Using graphics, screenshots, or coloured font in Entry Form

Charts & Graphs can be used anywhere in the entry form and are welcome by judges. Do not include logos, graphics, pictorial elements, or other creative materials as part of your written answers. All text that appears in the answer sections of the Entry Form must be in standard black font. Coloured fonts will not be accepted in those sections. It is fine (and recommended) to use readability style effects like bullets, bold, white space, etc. throughout the entry form.

Do not include screen grabs of your creative work in the written case. These should go on your Creative Showcase or Creative Video.

6. Submitting handwritten or low - quality cases

Make sure to have someone read your case and check for spelling. Math and grammar errors as well as hyperbole. Undocumented claims, etc. before you submit.

7. Ignoring spacing guidelines or deleting the instructions or questions from the Entry Form.

The written case must be kept to the page limit as indicated In the Entry Form (not including the translation page(s) when applicable), minimum 10-point font. Brevity and clarity are much appreciated by judges.

8. Not adhering to the Competition Eligibility Requirements

Eligibility Dates: Your Work must have run between Jan. 2021 and Mar. 2022 and you must be able to provide results during this time period. Judges will assess your campaign/effort based on results achieved within this time period. To successfully do so, judges will also welcome data and results you can provide prior to the time period that helps with assessment within the eligibility time period. Therefore, providing data prior to the time period that helps with assessment within the eligibility time period is welcome. No results or data after the time period (Mar.2022) is eligible for this year's competition. Therefore, do not provide any results or data after **March 31st, 2022.**

Category Requirements: You can enter your work in one Product & Service category and up to 4 specialty categories. For each category you enter, you must upload a separate entry form, creative reel / showcase and payment. It is the entrant's choice whether to enter one or more categories with an entry but all entrants must adhere to the requirement to only enter one Products and Service category.

Refer to the category list: classification of Effie categories. For each category entered, address the category definition in your written case. E.G., to enter the David vs Goliath category, define the David aspect of your case. To enter the beverages category, address the Beverages category in detail. Judges will reflect in their scoring effectiveness against the category definition.

9. Missing Translation.

All entries with non-English creative materials must include a translation page at the end of your Entry Form (subtitles within the creative video are also acceptable).

10. Missed Deadline.

The deadline for online entry submission is 3rd December 2022. All payments and supporting materials must be submitted to the website as well.

credits & publication

company credits & the Effie index

If your case becomes a finalist or winner of the Effie Awards Sri Lanka 2022 the credits submitted will be used to tally the Effie Index results. Since, separate point values are given to lead and contributing agencies, it is critical that all companies are properly credited at time of entry.

We urge you to think carefully about your partners - clients: agencies of all types including full service, media, digital, promo, PR, events, media owners; research companies: etc.

We request that all entrants communicate with their own corporate and the of their credited partner companies and/or PR departments to ensure all client and agency company names are created correctly. This Information should be communicated to contributing companies as well.

Differences as small as punctuation and capitalisation could impact how your company is ranked in the Index. Please ensure that all credits are submitted correctly of the time of entry.

credit change request

Both company and individual credits should be thoroughly reviewed at time of entry. Any credit change requests after time of entry will only be permitted on a case-by-case basis and will require an admin fee of LKR 10,000. Credit change requests that will incur a fee include additions, reformatting and style changes. **At no time will Effie Awards Sri Lanka permit individual or company credits to be removed or replaced.**

If a credit change request has been made after the Awards Journal and Gala are in production, the change will only be able to be made online in the winners showcase and the Index. Effie Awards Sri Lanka reserves the right to refuse any credit change requests.

trophies & certificates

All winning entries receive a trophy and a certificate. The client and lead agency are the engraving default selling for all trophies, unless the secondary agencies or clients are designated, in which case both lead agencies/clients would appear on the trophy.

If your case is a winner, you can purchase duplicate or personalised trophies and certificates with your choice of credited agency(s) listed after the awards at the Effie Sri Lanka secretarial.

publication permission

Entries that become Finalists and Winners in the 2022 Ellie Awards Sri Lanka competition will be showcased in various ways. Publication is at the sole discretion of the Effie Awards.

Work submitted must be original or you must have received rights to submit it.

Creative Materials, Case Image & Case Summary

The creative materials, case image & case summary you enter into the competition becomes the property of the Effie Awards Sri Lanka and Effie Worldwide and will not be returned.

By entering your work in the competition, the Effie Awards is automatically granted the right to make copies, reproduce and display the creative materials & case summaries for education and publicity purposes such as but not limited to the Effie Awards Journal, Website, Partner Websites, Newsletters, Programming/Conferences and Awards Gala.

Creative materials submitted to the Effie Awards Sri Lanka includes your Creative Showcase, 3 minutes Creative Video, all images and hard copy examples. Case Image is the image that best represents your case and the case summary refers to the 90-word public summary of your case.

Written Entry Form

In addition to the above, the Effie Awards offers entrants the opportunity to have their written case published on the Effie Awards Sri Lanka web site, partner web sites and/or other publications as approved by the Effie Awards.

We respect that entries may have information deemed confidential by the client.

Please indicate in the **Publishing Policy & Permission Form** whether or not publishing permission is granted for the written entry.

- **"YES"** - You agree that the written entry form may also be published, reproduced and displayed for educational and promotional purposes.
- **"YES - EDITED VERSION OF YOUR WRITTEN CASE"** - The Effie Awards will follow up to provide you with the opportunity to submit an edited version of the written case. However, as stated above, we will still have the option to publish, reproduce and display the Case Image, Case Summary and the Creative Materials that you submitted in their original versions.

submission checklist

Please review to ensure you have completed all steps necessary to enter Effie Awards:

- You registered your campaign in the Effie online entry database & have obtained official entry number.
- You read the **Ten Reasons for Disqualification** that are a part of this guide and make sure none apply to the entry form or creative materials you are submitting.

Items	Details
Entry Form	One .pdf and one .doc/.docx copy 1MB max each
Creative Materials 3 mins. Creative Video	Not more than 3 minutes in length video file should be format of .mp4 100MB max.
Case Image	jpg or .jpeg, CMYK format minimum 3.5 inches at 300 dpi 1MB max.
Authorisation Form + Publishing Policy & Permission Form	Client signed original copy per entry
Payment Cheque Bank Transfer	<p>Cheque should be drawn in favour of "Sri Lanka Institute of Marketing"</p> <p>Name of A/C : Sri Lanka Institute of Marketing Bank : Hatton National Bank PLC. #293, Galle Road, Colombo 03.</p> <p>A/C No. : 115010053174 Swift Code : HBLILKLX</p>

category definitions

Complete set of entry form per category should be submitted along with sets of respective creative samples. Effie Sri Lanka reserves the right to re-categorize campaigns, split/re-define categories and/or refuse any entry at any time.

Product & Service categories: There are over 30 product and service categories to choose from. A campaign/effort can be submitted in to ONE product & service category.

Specialty categories: The Specialty Categories are desired to address a specific business situation or challenge. When entering into these categories, you should present your entry in a way that addresses the situation a challenge as outlined in the category definition. A campaign / effort can be submitted in to multiple specialty categories.

Overall rule: A case can only enter in 4 total categories: either 1 product / service category + 3 specialty categories or 0 product / service category + 4 specialty categories.

product & service categories

Agricultural / Industrial / Building

All related products, materials, carpeting, decorator's supplies, paint, fertilizers, wallpaper tools and services.

Automotive – Aftermarket

Gasoline, motor oil, tires, batteries, paint, quick-lube, oil change, muffler, transmission, auto service etc.

Automotive - Vehicles

Cars, trucks, motorcycles, both brand and model advertising.

Beauty

Products and services focused on beauty, Includes cosmetics, fragrances, hair products, nail products, etc.: beauty services such as salons, spas, etc.

Beverages – Alcohol

Beer, champagne, rum, tequila, 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. (Energy drinks should be entered into the Energy/Nutrition Products & Services category.)

Culture & the Arts

Plays, museums, music organizations, concert series, cultural festivals, theatre festivals.

Delivery Services

Couriers, package/freight shopping, food & drink delivery, grocery delivery, flower/gift delivery, overnight delivery- package tracking, international service, etc...

Education & Training

Includes all educational organizations and institutions, training programs, job/ career sites, etc.

Electronics

Audio and/or video devices such as TVs, radios, mobile devices, home entertainment (DVD/Blu-ray players), cameras, computer hardware, game consoles, laptops, tablets, sound systems, etc. Electronic devices may be aimed at consumers or businesses.

Energy, Nutrition & Fitness

Products & services aimed at the energy, fitness and wellness lifestyle. Includes fitness trackers, vitamins, energy bars, drinks, etc.: weight loss and fitness programs/camps, training camps, facilities, etc.

Entertainment & Sports

Includes all forms of entertainment. E.G., apps, movies, programming (TV, online, radio), books, DVDs, videogames, board games, toys, etc. Sporting events such as the Super Bowl, sports teams, etc.

Fashion & Style

Brand of clothing, jewellery, accessories, eyewear, shoes, hosiery, etc.

Finance

Financial products and services including: communications promoting overall image and capabilities of a financial institution; specific products or services including home banking, loans, mortgage, mutual funds, traveller's checks, etc.

Financial Cards

Credit, charge, debit, reward, phone and other cards.

Government. Institutional & Recruitment

Municipal or state economic development, lotteries, utilities (i.e. electricity conservation messages), membership drives, educational institutions/organizations, armed forces marketing communications. Includes political messages and special interest/trade group communications.

Healthcare

Products that are sold without a prescription that address a specific illness disease, or health issue. Hospitals, HMOs, health insurance companies, referral services, dental and medical care services, pharmacies or chronic care facilities.

Home Furnishings & Appliances

Kitchen appliances, air conditioners, carpeting, furniture, decorator's supplies, paint, wallpaper.

Home Supplies & Services

Cleaning products, waxes, detergents, floor-care products, fabric softeners, paper products, domestic services, mowers, fertilizers, lawn care, gardening services.

Insurance

Communications promoting specific products or services related to insurance and the capabilities of financial institutions offering these services. All types of insurance are eligible (home, auto, financial, health, life, travel, business, etc.)

Internet/Telecom

Wireless/cellular providers, high speed Internet access services, online services, portals, search engines and related Internet products & services (including SaaS/IaaS and Cloud based services), bundled communications (Internet, telephone, and cable TV).

Leisure & Recreation

Recreational, sporting, and camping goods/services and other items/services intended for leisure activity.

Media & Entertainment Companies

TV stations/networks, websites (entertainment, lifestyle, news, trade, etc.), magazines, newspapers, consumer or trade media, radio stations, broadcasters, etc.

New Product & Service

Any communications effort used to introduce a new product or service that is not a line extension.

Non-Profit / Pro-Bono / Public Service

Communications of a public service nature for a non-profit organization or association, including political messages, and special interest/trade group communications.

Office & Delivery

Delivery: Overnight delivery, package hacking, international service, etc. Office: Printers, physical servers, fax machines, copiers, supplies, office furniture etc.

Packaged Food

Packaged and frozen foods both regular and diet/light. (Includes efforts previously entered into Breakfast Foods.)

Personal Care

Soap, dental products, face & body lotions and cleansers, cotton swabs, deodorants, feminine hygiene products, razors, shaving cream, etc.

Professional Services

Marketing communications efforts for business/professional services such as accounting, consulting, legal, employment, etc.

Real Estate

Real estate websites, brokers, homes, condos, malls, etc. Both commercial & residential real estate.

Restaurants

Quick Service, casual dining, mid-scale, white table cloth and other restaurants. Any restaurant may enter and the competition will not be classified by type.

Retail

Open to all retail/e-tail companies with general or specific merchandise. E.G., department stores; online retailers; clothing, fashion, shoe or jewellery stores; food retailers; movie/book stores; discount/bulk retailers; pet care; toy stores; greeting card stores; craft stores, etc.

Snacks & Desserts

Ice cream, candy, chips, cookies, bakery items, nut, fruit & vegetable snacks, popcorn, etc.

Software & Apps

Software, groupware, operating systems, or software stored locally on a Computer/Tablet/Mobile Device.

Transportation

Air, train, bus/trolley, taxi, subway systems, bike shares, car rentals, leasing not including automobile sales/leasing, ferries, etc.

Travel & Tourism

Cruises, hotels, resorts, amusement parks, travel websites and booking services, travel tours, tourism campaigns, etc.

speciality category definitions

Disease Awareness & Education Advocacy

Note: Disease Awareness & Education efforts must enter one of these categories - they may not enter Positive Change.

- **Charitable/Research Funding:** Efforts dedicated to generating funding/donations/support for research, treatment and care of specific health conditions.
- **Non-Profit:** Public health and non-profit cause marketing efforts produced to raise awareness/education about specific health conditions. Efforts may be targeted to healthcare professionals, patients and/or consumers.
- **Pharma/Corporate:** Brand/client efforts designed to educate and/or promote health awareness. Efforts may be targeted to either healthcare professionals, patients and/or consumers.

Positive Change: Environmental

- The Positive Change: Environmental category celebrates efforts that have measurably shifted audience behaviour toward more environmentally sustainable choices, and/or grown demand for more sustainable choices, and/or grown demand for more sustainable products and services by incorporating environmentally-conscious messaging into their marketing communications.

- Winners of this award showcase how effective marketing communications that incorporate sustainable strategies can make a positive difference for brands and for the environment.
- Over and above the standard Effie requirements to demonstrate a positive impact on business, there are specific areas of interest that relate to this award.
- Efforts entered must have as one of their main strategic objectives changing audience behaviour towards more environmentally sustainable choices and environmentally conscious messaging must be a part of the marketing communications.
- Entrants should address how the sustainability goal relates back to the overall brand and business strategy.
- Criterion for this award is the result of behaviour change toward more environmentally sustainable choices, with these elements being considered in judging.

speciality category definitions (cntd.)

- **Awareness** - Making the audience aware of a sustainable product, service or action.
- **Trial** - Trying the sustainable products service for the first time.
- **Product/Service Substitution** - Switching to a more sustainable product or service
- **Change in Use** - Using a product/service more sustainable than before

Enter your cases into one of the following categories:

Positive Change: Environmental - Brands

Recognizing brands with marketing programs that have measurably shifted audience (B2B or B2C) behaviour toward more environmentally sustainable choices, and/or grown demand for more sustainable products and services by incorporating environmentally-conscious messaging into their marketing communications.

Positive Change: Environmental - Non-Profit

Recognizing non-profit organizations and associations with marketing programs that have measurably shifted audience (B2B or B2C) behaviour toward more environmentally sustainable choices, grown demand for more sustainable products and services, and/or measurably drove positive impact for their cause by incorporating environmentally-conscious messaging into their marketing communications.

Positive Change: Social Good

The Positive Change: Social Good category celebrates marketing communications efforts proven effective in addressing a social problem or in expanding an existing program in ways that benefit our society. 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 did not. 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.

We have split the Social Good category into two sub-categories, with information below,

Positive Change: Social Good - Brands. (for profit) This award celebrates brands that are making the world a better place by using the power of their platforms for "good." Winning efforts will represent the campaigns that most effectively combined business goals with a social cause and successfully related that cause back to the company's overall brand strategy, resulting in positive business and social impact.

- Marketing communications undertaken by for-profit entities that focused on social causes (health, education, community, family, etc.) are eligible.
- When entering, entrants must provide information on the intent-to-do-good goals and business goals for the effort and the results achieved for both.
- How the Social Good initiative related back to the overall brand strategy. Why this initiative was selected and why was it the right fit for the brand.

Positive Change: Social Good - Non-Profit. Designed for communications of a public service/greater good nature for a non-profit organisation or association. Entrants must show measurable impact and proven results in support of the cause.

speciality category definitions (cntd.)

Business Challenge Solutions

Brand Experience

- Brand Experience: Live
- Brand Experience: Virtual/360
- Brand Experience: Combination (Live, Virtual. 360)

This category is not for efforts that focused on TV, radio or print ads to connect with an audience. It is meant to show-case how you can create a brand or product to life - either literally or virtually - and interacted with a specific audience to achieve desired objectives should be entered. You may have re-invented the product demo, re-imagined the pop-up store, or led a "brick motor" retail overhaul; you could have created a new game or interactive film experience that effectively showcases a new product or brand personality - it could have been anything. As long as you can prove it truly came alive and worked. The winners of this award will be the work that shows how advertisers are reaching out to their audiences to establish meaningful relationships, memorable, engaging experiences and unique connections with their brands. Entrants in the Brand Experience category must address how the brand experience related back to the overall brand strategy.

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 program.

Note: Judges will expect to understand the 'participation' in the experience as a core factor.

Business to Business

This category is for marketing efforts from businesses targeting other businesses. Business-to-business efforts for any marketplace segment, are eligible to enter.

Brand Integration & Entertainment Partnerships

This award will honour those brands that have effectively reached their audience via strategic Integrations & enter-tainment partnerships. Submissions should detail how the brand was seamlessly interwoven within the right content in an engaging way. Detail the strategic reasoning behind the partnership - why was this partner chosen over others? Clearly detail the selection process of the partner, and explain how this partnership led to the results that met the objectives of the brand.

Corporate Reputation

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

David vs Goliath

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." Companies that moved into a new product/service field with large, well-established competitors are eligible: however, your brand cannot be a sub-brand of a larger company. 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 vs. 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.

speciality category definitions (cntd.)

Renaissance

This is an award for rebirth campaigns. To enter your brand must have experienced a downturn of more than one year 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. Note: the decline should have lasted for minimum 6 months and the results must show sustained success for at least a year.

Seasonal Marketing

Seasons, holidays and events allow marketers the opportunity to build strategic communications time-based on the interests of their target audience. This category will honour those efforts that effectively capitalised on a season, holiday or cultural event key moments in the British annual calendar to drive results for their business. Examples of key seasonal events are Christmas, Easter, Mother's Day, Father's Day, Valentine's Day.

Small Budget Products & 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 (1 million - 2 million rupees) are eligible for entry. Value of donated and non-traditional media as well as activation costs must be included.

Sustained Success

The Sustained Success Award honours cases that have succeeded for three or more years. **Results for 2019 cases must date back to 2016 January and results for 2020 cases must date back to 2019 January.** Cases submitted must have a common objective in both strategy and creative executions: with a continuation of core execution) elements that demonstrate effectiveness over time.

speciality category definitions (cntd.)

Crisis Response / Critical Pivot

This award is for brands that created positive change by effectively pivoting the/ marketing program or business activities in response to significant structural and cultural shifts (e.g., Covid 19. BLM. Election, etc.) In the current landscape. Entrants will need to demonstrate the effectiveness of the action for the brand. Examples can include a pivot in positioning a change in portfolio management, a digital acceleration, etc.

Marketing Disruptors

This award is for efforts that grew their business / brand by changing the marketing model in ways that drive the industry forward. A marketing disruptor of any Sae can enter. Entrants must detail the marketing challenge, the competitive landscape and how they succeeded by changing the existing marketing model for the brand / category.

Media Categories

Media Idea

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 media 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.

speciality category definitions (cntd.)

Data-Driven

Data-driven media is the application of data and technology to identify and match the right audiences to the right moments. Submissions are expected:

- Use data to understand the audience.
- Utilize personalized/custom-tailored creative messages.

These efforts should prove how they optimized media to business or brand KPIs and ROI based on the value of a custom audience. The best examples of data-driven recognize the interplay and application of automation, applied technology, and human and artificial intelligence to deliver to a precise audience and achieve the best results. To enter, your case must detail the role that data had with the media strategy in achieving the brand objectives.

Media Content Partnerships

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.

The winners of this award will represent those advertisers and media partners that knew exactly where and how to connect with their audience via the assets and creativity of a media company.

These partnerships demonstrate the innovative consumer connections that media companies can develop for advertisers via integrated communication channels centered on creative and strategic content. Each activation channel is critical to delivering the overall effectiveness and impact of the campaign.

speciality category definitions (cntd.)

Media Innovation

Changing the rules to maximize impact.

This award will showcase those who had the insight and creativity to change the way a particular media channel is consumed or to create a new channel. The award will go to those who reached out of the conventional approach to grab their audience and effectively engage with them.

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.

Specialty Audience

Influencers

Brands that connect and establish relationships with their audience's key influencers are the ones to learn from. When this powerful micro target spreads positive influence over a brand's potential buyers, success is achieved. This category is for cases that targeted influencers who have an exponential effect on the brand's audience one to many vs. one-to-one influencers. **This category spotlights efforts that took on the challenge to properly identify the ultimate influencers and turn them into brand enthusiasts.**

However, the connection occurred, tell your story on how you managed to get a brand or product's most important influencer to spread the word. Entrants must clearly define both the influencer group and the significance of both groups. Judges' will down score your case if this is not clear.

speciality category definitions (cntd.)

Youth Marketing

This category will honour those efforts that successfully communicate to teens or young adults **(age 18 - 30)**.

Your entry should be written in a way that identifies how the case was created and specifically corrected to this audience and how it succeeded.

Identify any elements in the creative work or strategy that are specially directed to the youth market and any relevant dynamics and/or nuances, trends, values, linguistic characteristics, and their significance with respect to your submission. Judges may not be familiar with this particular audience, so this is your opportunity to showcase the details that they may miss.

Commerce and Shopper

E-Commerce

The category is for campaigns that effectively used insights, strategy, creative and analytics to drive e-commerce shopper conversion. By utilizing data, and a deep understanding of the shopper, brands and retailers can succeed in on e-commerce setting. A successful effort will combine strong shopper knowledge with digital marketing practices to increase conversion online. The effort must be based on a shopper insight(s) and be shopper 'driven. Explain the strategy of how the effort went to market with e-commerce. Submission in this category will be solely evaluated on e-commerce effectiveness.

Single Retailer Programme

Mass merchants, supermarkets, drugstores, other (includes warehouse clubs, value chains, pure play e-commerce stores, specialty stores including those for consumer electronics, DIY, hardware, office, pet, sporting goods, etc.)

For campaigns that ran with a tailored, retailer-specific idea and executed that idea at a single retail chain. The work in this category will provide insights as to how an effort was effectively designed to work with the particular retailer and the shoppers of that retailer. Entrants should elaborate on the specific shopper barriers affecting their brand at that retailer and how they addressed those issues in a customized way for that particular retailers.

speciality category definitions (cntd.)

NEW: Digital

Social Media

This category is for campaigns that set out with the explicit purpose of using social as the primary touchpoint at 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 for why social was the right way to tackle the brief, and evidence of how yea id 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 audience behaviour or perceptions and demonstrate correlation with the achieved business results.

final tips

Be sure you answer ALL questions. Provide category context and clearly link your challenge, strategy, and results. Explain who your audience is and why they are your audience. Explain why your results are significant, connect the dots between your challenge, insights, idea, communications strategy, and results. Make your case.

- Make sure to link your success and results together. If you achieved 'X' social engagement, how did it relate to your awareness, perceptual and business goals and the brand's future plans? How does it compare to past achievement by the brand, category and industry as a whole? Why was it ambitious to achieve the context you were operating in and how can you prove that the effort was what drove the achievement?
- Review all entry materials, read helpful resources such as Tips and Jury's Advice available on the Effie Sri Lanka website - www.effielk.com.
- After writing your entry, ask people not affiliated with the case to review it. What questions do they have? Where is their confusion? What questions were not answered? Is your information laid out clearly? Remember judges may not be familiar with the category or competitive environment of your brand - explain why your objectives and results are important and significant.
- Contact past Effie judges at your company and ask them to review your work.
- Review the case studies of past Effie-winning cases featured on the Effie worldwide website.

effie effectiveness index

The Effie Index identifies and ranks the marketing communications industry's most effective agencies, advertisers and brands by analysing finalist and winner data from 40 worldwide Effie Award competitions.

Originally launched in June 2011, the Effie Index can be used to reveal the most effective agencies, advertisers and brands globally, regionally, in specific countries, or even in different product categories.

The ranking system that will reward not only Effie winners, but Effie finalists. All winner and finalist data has been provided by Effie's global network of worldwide partners. Only Effie finalists and winners that have met Effie World - wide-approved judging criteria are eligible for inclusion in the Index.

Primary vs. Contributing Agencies

The Effie Award competition rules allow for up to eight different companies to be credited on an Effie entry.

- A maximum of two agencies can be credited as the lead or "Primary Agency", and maximum of two client companies (Client 1 and Client 2) - the Lead agency(ies) (2 max.) and client(s) (2 max) are the main driver(s) of the submitted work.
- Agencies not listed as the Primary Agency are recognized as "Contributing Agencies". A maximum of four companies can be credited as a "Contributing Agency".

point structure

The points of the 2021 Effies Awards Sri Lanka winners count to the 2022 Effie Index.

Primary agencies, advertisers and brands receive:

Grand Effie Winner/Platinum Winner	12 Points
Gold Effie Winner	08 Points
Silver Effie Winner	06 Points
Bronze Effie Winner	04 Points
Effie Finalist	02 Points

Contributing agencies receive:

Grand Effie Winner/Platinum Winner	06 Points
Gold Effie Winner	04 Points
Silver Effie Winner	03 Points
Bronze Effie Winner	02 Points
Effie Finalist	01 Point

When multiple agency offices are credited on a single winner /finalist record, agency networks and holding companies will receive only one set of points towards their respective ranking.

All decisions on winning results made by the Jury and the organiser are final.

special awards

Effie Awards Sri Lanka Most Effective Agency of the Year

This award recognises the agency that has made the most contribution to the success of their clients. All agencies that have submitted entries will be eligible for this award. This will be presented to the agency that obtains the highest added points from the all awards won and the finalist entries at the Effie Awards Sri Lanka 2022.

Effie Awards Sri Lanka Most Effective Marketer of the Year

This award recognises the Marketer who have had the most success with their brands. All Marketers represented will be eligible for this award. This will be presented to the Marketer that obtains the highest total points from all awards their brands win and the finalist entries at Effie Awards Sri Lanka 2022.

Effie Awards Sri Lanka Most Effective Brand of the Year

This award recognises the Brand that has been the most successful during the period of competition. All Brands that are represented will be eligible for this award. This will be presented to the Brand that obtains the highest total points from all awards their brands win and the finalist entries at Effie Awards Sri Lanka 2022.

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