



Effie Worldwide is on a mission to set a new standard of excellence in marketing. We champion effectiveness through smart leadership, inspiring insights and the largest marketing effectiveness awards in the world. As a global organization, effectiveness is our only focus. We're the world's largest community of thinkers and practitioners of marketing, powered by a data set of effectiveness cases from over 125+ markets. A unifying force for brands, agencies and media platforms the world over, we push progressive thinking forward and foster an industry-wide culture of effectiveness, while equipping marketers with the tools and training they need to succeed.

The Effie Awards are a globally recognized symbol of outstanding achievement. We are proud to honor all types of effective marketing and the people who make it. By participating, you are helping to build a legacy of brilliant thinking that will inspire marketeers for years to come.

We wish you all the best in this year's competition.

HOW TO ENTER

This document will help you collaborate with your team as you prepare your entry. The completed entry form should be uploaded to the **entry portal** slim.lk/effie-awards with the additional details mentioned below.

The below checklist will guide you through your information gathering process:

SEEN BY JUDGES <i>These elements represent the basis of your entry</i>	ADDITIONAL REQUIREMENTS <i>This will enable us to champion you and your work</i>
<p>Written Entry Form, across the following tabs:</p> <ul style="list-style-type: none">• Entry Details/Executive Summary• Four Sections using Effie's Effectiveness Framework• The Investment Overview <p>Creative Examples (Creative Reel, Images). Review requirements in the Entry Kit.</p>	<p>Case Background: Topline information on your brand, audience, competitors, research partners, media partners.</p> <p>Company & Individual Credits: Credit the key companies and individuals who were part of making this activity a success.</p> <p>Permissions, Authorisation & Verification of Entry: Indicate your publication permissions, sign the authorisation form and agree to Competition Rules & Regulations.</p>

As you prepare your entry, you are encouraged to take advantage of all entry materials & resources. If you submitted work into last year's competition, you may also consider ordering an Insight Guide, which provides feedback from the judges who scored your case.

If you need more information, please contact us via gangani.l@slim.lk, we'll be happy to help.

REQUIREMENTS

The creative work and the written text of the entry must be the original work of the credited companies and authors.

Eligibility period

To be eligible, work must have run in Sri Lanka and data must be isolated to Sri Lanka. The entered work must have run at some point between 01/01/24 - 03/31/2025. Work that ran after the cut-off period may not be submitted. Provide results for the eligibility time period, as well as results and data prior to the eligibility time period that will help judges evaluate the success within the time period. In addition, results that fall after the end of the eligibility period that are directly tied to the work submitted are fine to submit through the entry period. Test efforts are not eligible.

Review all eligibility rules in the Entry Kit at slim.lk/effie-awards.

No agency names (except in the credits)

Do not include agency names in the written case, creative examples (including file names), or sources. Note: It is fine for agency name to appear in an entry in situations where the agency is the brand for the case, or appears in the creative work that ran publicly.

Use charts & graphs to illustrate your story

Entrants are encouraged to display data via charts & graphs within the limits allotted in each question. To insert charts & graphs in your responses in the entry portal, save each chart/graph individually as a .jpg image (700-900 pixels wide or tall recommended).

No linking to external websites

Do not direct judges to visit external websites. Judges can only review the content provided in your written entry and creative examples.

Source your data

All data included in the entry form must reference a specific, verifiable source.

TOP TIPS FROM JUDGES

Be clear, concise, compelling & honest.

Judges evaluate approximately 6-10 cases in a session – shorter, well-written entries stand out. Clear storytelling that connects every aspect back to the core idea and results will help your case stand out.

Context is key

Judges may not work in your category and may not know your brand. Provide context to convey the degree of difficulty for your challenge & the significance of your results. The entries should show awareness of external factors that could have influenced campaign success or failure. Acknowledging these factors demonstrated a deeper understanding of the campaign's environment and context, which can add credibility.

Speak to the entry category

Judges evaluate work on effectiveness in the context of the entered category. Be sure your stated goal and results align with the category definition.

Tell a story

Write your entry with your audience, Effie Judges, in mind. Judges are looking for an engaging, clear story that links each section of the form together. Judges will be evaluating your work with a critical eye – address questions you think they will have.

Articulate strategic insights

Clearly articulate strategic insights rooted in genuine business needs and consumer insights. Demonstrate why certain strategies were chosen and how they directly addressed the objectives.

Effective use of data and metrics

Focus on a few key performance indicators directly linked to business outcomes, rather than presenting a wide array of metrics without clear relevance to the campaign's success.

Review

Ask colleagues who do not work on the brand to review the entry. Ask what questions they have – what was unclear? Where did the case fall flat? Ask a strong proofreader to review the entry.

View additional tips from the Jury in the Entry Kit at slim.lk/effie-awards.

Entry Details

EFFIE ENTRY CATEGORY Review category definitions here slim.lk/effie-awards . If entering multiple categories, keep category restrictions in mind.	
BRAND NAME List the specific brand name here (not the parent company name)	
BRAND DESCRIPTION Provide a brief (1-5 words) description of the type of product/service entered. Do not include the brand name. Examples: Airline; Cosmetic, Credit Card; Streaming Service.	
ENTRY TITLE Your Entry Title should be a short case name. The Entry Title will be used in publicity materials if the case is a winner or finalist.	
DATES EFFORT RAN List the start/end dates of the effort, even if it goes beyond the Effie eligibility period. Efforts that are ongoing should leave the end date blank in the entry portal.	MM/DD/YY – MM/DD/YY
REGIONAL CLASSIFICATION Select all that apply. Please note, that if your effort is Multinational, your entry must be isolated to Sri Lanka.	Select from the below: Local / Regional / National / Multinational / Non-English
MARKET(S) PRESENTED IN THIS CASE List the market(s) presented in this case (limited to the market(s) covered by the Effie program). You must provide specific objectives and results for any market(s) listed here.	Sri Lanka
ALL MARKETS WHERE THIS CASE RAN List all markets where this work ran, including those not presented in this case.	
INDUSTRY SECTOR Classify your brand by one of the available industry sectors.	Select from the below: Alcoholic Beverages / Automotive / Beauty & Fragrance / Business & Office Supplies / Cannabis (Recreational) / Delivery Services / Education, Training & Jobs / Electronic Games / Electronics / Entertainment, News, Sports & The Arts / Fashion, Accessories & Jewelry / Financial Services & Banking / Food & Beverages (Non-Alcoholic) / Government & Public Services / Health & Wellness / Health Care / Home Furnishings & Appliances / Household Supplies / Industrial, Building & Agricultural / Insurance / Internet & Telecom / Lifestyle, Lifestage, Social Platforms & Services / Non-Profit / Personal Care / Pet Care / Pharmaceuticals / Professional Services / Restaurants & Foodservice / Retail Stores & Online Marketplaces / Software Services & Platforms / Tobacco / Toys, Games, Sporting Goods & Hobbies / Transportation / Travel & Tourism / Other
INDUSTRY/CATEGORY SITUATION Select one.	Select from the below: Growing / Flat / In Decline

Executive Summary

Give the judges an understanding of the case they are about to read by providing a brief summary for each of the items below. A one-sentence summary is recommended for each line.

(Maximum per line: 20 words.)

The Challenge:	
The Insights:	
The Strategic Idea/Build:	
Bringing the Strategy & Idea to Life:	
The Results:	

Why is this entry an outstanding example of effective marketing in this Effie entry category?

Summarize your case by focusing on how your results related directly back to your challenge and objectives. When entering multiple categories, it is important to customize your response for each category. If judges have questions about your eligibility in this category, they will refer to this response.

(Maximum: 100 words)

Section 1 - Challenge, Context & Objectives

23.3% of Total Score

This section covers your strategic business context for your marketing activity, alongside your key business challenge and objectives. Please provide the necessary context on your industry category, competitors, and brand so the judges, including those unfamiliar with your brand/category, can evaluate your entry. Outline why your business challenge was the right opportunity to grow and the degree of ambition represented by your objectives.

1A. Before your effort began, what was the state of the brand's business and the overall category in which it competes? What was the strategic challenge that stemmed from this business situation? Provide context on the degree of difficulty of this challenge.

(Maximum: 400 words; 3 charts/visuals)

Provide answer.

1B. What were the Business, Marketing and Campaign/Activity objectives that you set to address your challenge? What were the Key Performance Indicators (KPIs) set against each objective? Provide specific numbers/percentages for each and benchmarks wherever possible.

RESPONSE FORMAT

List each objective individually. We have allowed for one key business objective (required) and up to 3 Marketing (Customer) and Activity (Comms.) objectives (1 required, 3 maximum for both types). If you had fewer marketing and activity objectives, that is fine, please leave the fields blank. For each objective, provide brief context for why you chose it, state the KPIs and benchmarks.

BUSINESS OBJECTIVE

(Required)

Objective – Overview & KPI
(Maximum: 30 words)

Rationale – Why the objective was selected & what is the benchmark?
(Maximum: 75 words; 3 charts/visuals)

Measurement – How did you plan to measure it?
(Maximum: 30 words)

Tagging – What keywords best describe your objective type?
(1 Required, No Maximum)

Select from Below:

Brand or business transformation
Category growth
Environmental/social impact (e.g. sustainability/purpose/diversity/CSR)
Geographic expansion
New brand or product/service launch
Profitability (growth/maintenance/easing decline)
Revenue (growth/maintenance/easing decline/value share)
Volume (growth/maintenance/easing decline/volume share)
Other (add your own)

MARKETING OBJECTIVE 1

(Required)

Objective – Overview & KPI
(Maximum: 30 words)

Rationale – Why the objective was selected & what is the benchmark?
(Maximum: 75 words; 3 charts/visuals)

Measurement – How did you plan to measure it? <i>(Maximum: 30 words)</i>	
Tagging – What keywords best describe your objective type? <i>(1 Required, No Maximum)</i>	Select from the below: Advocacy/recommendation Changes in specific brand attributes Consideration Conversion Cultural Relevance Frequency Lead generation Penetration/acquisition Renewal/retention/lifetime value Salience/awareness Weight/value of purchase Other (add your own)
MARKETING OBJECTIVE 2 <i>(Optional)</i>	
Objective – Overview & KPI <i>(Maximum: 30 words)</i>	
Rationale – Why the objective was selected & what is the benchmark? <i>(Maximum: 75 words; 3 charts/visuals)</i>	
Measurement – How did you plan to measure it? <i>(Maximum: 30 words)</i>	
Tagging – What keywords best describe your objective type? <i>(1 Required, No Maximum)</i>	Select from the below: Advocacy/recommendation Changes in specific brand attributes Consideration Conversion Cultural Relevance Frequency Lead generation Penetration/acquisition Renewal/retention/lifetime value Salience/awareness Weight/value of purchase Other (add your own)
MARKETING OBJECTIVE 3 <i>(Optional)</i>	
Objective – Overview & KPI <i>(Maximum: 30 words)</i>	
Rationale – Why the objective was selected & what is the benchmark? <i>(Maximum: 75 words; 3 charts/visuals)</i>	

Measurement – How did you plan to measure it? (Maximum: 30 words)	
Tagging – What keywords best describe your objective type? (1 Required, No Maximum)	Select from the below: Advocacy/recommendation Changes in specific brand attributes Consideration Conversion Cultural Relevance Frequency Lead generation Penetration/acquisition Renewal/retention/lifetime value Salience/awareness Weight/value of purchase Other (add your own)
ACTIVITY OBJECTIVE 1 <i>(Required)</i>	
Objective – Overview & KPI (Maximum: 30 words)	
Rationale – Why the objective was selected & what is the benchmark? (Maximum: 75 words; 3 charts/visuals)	
Measurement – How did you plan to measure it? (Maximum: 30 words)	
Tagging – What keywords best describe your objective type? (1 Required, No Maximum)	Select from the below: Advocacy/recommendation Efficiency (e.g. cost per acquisition) Popularity/fame/social discourse Positive sentiment/emotional resonance Reach (e.g. open rate, shares, views, attendance) Recall (brand/ad/activity) Other (add your own)
ACTIVITY OBJECTIVE 2 <i>(Optional)</i>	
Objective – Overview & KPI (Maximum: 30 words)	
Rationale – Why the objective was selected & what is the benchmark? (Maximum: 75 words; 3 charts/visuals)	
Measurement – How did you plan to measure it? (Maximum: 30 words)	

Tagging – What keywords best describe your objective type? <i>(1 Required, No Maximum)</i>	Select from the following list in the portal: Advocacy/recommendation Efficiency (e.g. cost per acquisition) Popularity/fame/social discourse Positive sentiment/emotional resonance Reach (e.g. open rate, shares, views, attendance) Recall (brand/ad/activity) Other (add your own)
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ACTIVITY OBJECTIVE 3 <i>(Optional)</i>	
Objective – Overview & KPI <i>(Maximum: 30 words)</i>	
Rationale – Why the objective was selected & what is the benchmark? <i>(Maximum: 75 words; 3 charts/visuals)</i>	
Measurement – How did you plan to measure it? <i>(Maximum: 30 words)</i>	
Tagging – What keywords best describe your objective type? <i>(1 Required, No Maximum)</i>	Select from the following list in the portal: Advocacy/recommendation Efficiency (e.g. cost per acquisition) Popularity/fame/social discourse Positive sentiment/emotional resonance Reach (e.g. open rate, shares, views, attendance) Recall (brand/ad/activity) Other (add your own)

DATA SOURCES: SECTION 1 You must provide a source for all data and facts presented anywhere in the entry form. The below field may only be used to list sources of data provided in your responses above. Entrants may not include any additional context or information in the below field. Recommended Format: Use footnotes in your responses above and list each source numerically below. We recommend each source include the following information: Source of Data/Research, Type of Data/Research, Dates Covered. Do not include agency names in your sources. See the Entry Kit for more information.
Provide sources of data included in your responses to Section 1.

<h2>Section 2 – Insights & Strategy</h2> <p>23.3% of total score</p> <p>This section covers the key building blocks of your strategy.</p> <p>Explain to the judges why you chose the audience you did. Outline your key insight(s) and how they led to the strategic idea or build that addressed the business challenge the brand was facing.</p> <p>2A. Define the target audience(s) you were trying to reach and explain why it was/they were relevant to the brand and the challenge.</p> <p>Describe your audience(s) using demographics, culture, media behaviors, etc. Explain if your target was a current audience, a new audience, or both. What perceptions or behaviors are you trying to affect or change?</p>
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Commerce & Shopper Cases: Be sure to highlight the shopper's motivations, mindset, behaviors, and shopper occasion. (Maximum: 300 words; 3 charts/visuals)
Provide answer.
2B. Explain the thinking that led you to your insight(s). Clearly state your insight(s) here. Clarify how the insight(s) were directly tied to your brand, your audience's behaviors and attitudes, your research and/or business situation. How would this unique insight(s) lead to the brand's success and how did it inform your strategic idea. (Maximum: 300 words; 3 charts/visuals)
Provide answer.
2C. What was the core idea or strategic build you arrived at using your insight(s) that enabled you to pivot from challenge to solution for your brand and customer? (Maximum: 200 words, 1 chart / visual)
Provide answer.
DATA SOURCES: SECTION 2 You must provide a source for all data and facts presented anywhere in the entry form. The below field may only be used to list sources of data provided in your responses above, do not include any other information. Recommended Format: Use footnotes in your responses above and list each source numerically below. We recommend each source include the following information: Source of Data/Research, Type of Data/Research, Dates Covered.
Provide sources of data included in your responses to Section 2.

<h2>Section 3 - Bringing the Strategy & Idea to Life</h2> <p>23.3% of total score</p> <p>This section relates to how you translated your core strategic idea into a compelling creative platform and channel plan i.e. how and where you brought your strategy to life. And how you tested for ongoing optimization.</p> <p>Help the judges evaluate your entry by demonstrating how you created work that targeted and motivated customers effectively. Outline how your creative and channels plans worked together to drive results.</p>
3A. Describe the key elements of your plan that activated your strategy. Outline any components that were active in the effort e.g. all integral communications, promotions, CRM program, customer experience, pricing changes, etc. that were a part of your effort (Maximum: 300 words; 3 charts/visuals)
Provide answer.
3B. Outline the key building blocks of the creative executions for your main marketing vehicles e.g., endline, call-to-actions and format choices. If relevant, include any important changes that optimized the creative while the activity was running. (Maximum: 300 words; 3 charts/visuals)
Provide answer.
3C. Outline the rationale behind your communications strategy, experience strategy and channel plan. Explain how the integral elements worked together to drive results. If relevant, explain how you changed your spend across channels as part of your campaign optimization. (Maximum: 400 words; 3 charts/visuals)
Provide answer.

KEY VISUAL

You have the option to upload a single image to accompany your explanation in this section to show how you brought your strategy and idea to life. It may be a media plan, a marketing mix visual, a flowchart, a calendar, a storyboard, etc. The image must be jpg/jpeg/png. You do not need to upload a copy of any of your creative images for judging here, as judges will view those on the creative examples tab.

DATA SOURCES: SECTION 3

You must provide a source for all data and facts presented anywhere in the entry form. The below field may only be used to list sources of data provided in your responses above. Entrants may not include any additional context or information in the below field. **Recommended Format:** Use footnotes in your responses above and list each source numerically below. We recommend each source include the following information: Source of Data/Research, Type of Data/Research, Dates Covered.

Provide sources of data included in your responses to Section 3.

Section 4 - Results

30% of total score

This section relates to your results. Here you need to be able to demonstrate the impact your effort has had on your business/brand/cause objectives - attributable to the activity and its elements and taking into account other factors. You will need to provide a result corresponding to each objective listed in your response to question 1B.

4A. How do you know it worked? Explain, with category, competitor and/or prior year context, why these results are significant for the brand's business. Results must relate back to your specific audience, objectives, and KPIs.

RESPONSE FORMAT

You have up to 350 words and 5 charts/visuals to set up your results. Then, for each objective provided in Question 1B, you are required to provide a corresponding result.

ELIGIBILITY REMINDERS

1. Provide a clear time frame for all data shown – either within your response or via the sources box.
2. All results must be isolated to Sri Lanka.
3. Work must have run in the eligibility window of 01/01/24-03/31/2025.
4. All results must correspond to a data source. Include results and data prior to the time period that helps assess effectiveness during the time period.

Use this space to set up your results section (Maximum 350 words, 5 charts/visuals).

Business Objective Results

(Required – Corresponds to your Business Objective listed in 1B)

Business Objective from Question 1B

The entry portal will list your Business Objective from Question 1B here automatically

List Result
(Maximum: 30 words)

Context
(Maximum: 75 words; 3 charts/visuals)

Marketing Objective #1 Results

(Required - Corresponds to Marketing Objective #1 listed in 1B)

Marketing Objective #1 from Question 1B

The entry portal will list Marketing Objective #1 from Question 1B here automatically

List Result
(Maximum: 30 words)

Context <i>(Maximum: 75 words; 3 charts/visuals)</i>	
<p style="text-align: center;">Marketing Objective #2 Results (Required if Marketing Objective #2 was provided in 1B)</p>	
Marketing Objective #2 from Question 1B	The entry portal will list Marketing Objective #2 from Question 1B here automatically
List Result <i>(Maximum: 30 words)</i>	
Context <i>(Maximum: 75 words; 3 charts/visuals)</i>	
<p style="text-align: center;">Marketing Objective #3 Results (Required if Marketing Objective #3 was provided in 1B)</p>	
Marketing Objective #3 from Question 1B	The entry portal will list Marketing Objective #3 from Question 1B here automatically
List Result <i>(Maximum: 30 words)</i>	
Context <i>(Maximum: 75 words; 3 charts/visuals)</i>	
<p style="text-align: center;">Activity Objective #1 Results (Required - Corresponds to Campaign/Activity Objective #1 listed in 1B)</p>	
Activity Objective #1 from Question 1B	The entry portal will list Activity Objective #1 from Question 1B here automatically
List Result <i>(Maximum: 30 words)</i>	
Context <i>(Maximum: 75 words; 3 charts/visuals)</i>	
<p style="text-align: center;">Activity Objective #2 Results (Required if Campaign/Activity Objective #2 was provided in 1B)</p>	
Activity Objective #2 from Question 1B	The entry portal will list Activity Objective #2 from Question 1B here automatically
List Result <i>(Maximum: 30 words)</i>	
Context <i>(Maximum: 75 words; 3 charts/visuals)</i>	

Activity Objective #3 Results (Required if Campaign/Activity Objective #3 was provided in 1B)	
Activity Objective #3 from Question 1B	The entry portal will list Activity Objective #3 from Question 1B here automatically
List Result (Maximum: 30 words)	
Context (Maximum: 75 words; 3 charts/visuals)	
Additional Results You may use the below space to provide additional results achieved that you did not have an initial objective for. This space may only be used for additional results beyond those that align with your listed objectives. It is not required to provide additional results & you may leave this field blank. (Maximum: 150 words; 3 charts/visuals)	
List additional results here.	
4B. Marketing rarely works in isolation. Outside of your effort, what else in the marketplace could have affected the results of this case – positive or negative? Select factors from the chart and explain the influence (or lack of influence) of these factors in the space provided. We recognize that attribution can be difficult; however, we're inviting you to provide the broader picture here in making the case for your effectiveness. (Maximum: 200 words; 3 charts/visuals)	
Business Events (e.g. changes in supply chain, government regulations)	Societal or Economic Events (e.g. changes in economic, political, social factors)
Internal Company Events (e.g. change in ownership, internal dynamics, etc.)	Public Relations
Natural Events (e.g. weather, natural phenomenon, etc.)	Other Factors _____
Other marketing for the brand, running at the same time as this effort	
Provide answer.	
DATA SOURCES: SECTION 4 You must provide a source for all data and facts presented anywhere in the entry form. The below field may only be used to list sources of data provided in your responses above. Entrants may not include any additional context or information in the below field. Recommended Format: Use footnotes in your responses above and list each source numerically below. We recommend each source include the following information: Source of Data/Research, Type of Data/Research, Dates Covered.	
Provide sources of data included in your responses to Section 4.	

Investment Overview

The Investment Overview is reviewed as part of Section 3: Bringing the Strategy & Idea to Life, along with your response to Question 3 and your creative work, as presented in the Reel and Images. These elements together account for 23.3% of your score.

The Investment Overview, like the rest of the entry form, is completed in the Entry Portal. The questions below are visuals of all the drop-down box options to share with your team to gather data.

Paid Media Expenditures

Select paid media expenditures (purchased and donated), not including agency fees or production costs, for the effort described in this entry. If there were no paid media expenditures, please select Under Rs.500 thousand and elaborate below. If the case did not run the year prior, select not applicable and provide context in the elaboration area below.

Current Year/Time Period: 01/01/24-03/31/2025	Campaign Period: Prior Year
Under Rs.500 thousand	Under Rs.500 thousand
Rs.500 - 999 thousand	Rs.500 - 999 thousand
Rs.1 – 2 million	Rs.1 – 2 million
Rs.2 – 5 million	Rs.2 – 5 million
Rs.5 – 10 million	Rs.5 – 10 million
Rs.10 – 20 million	Rs.10 – 20 million
Rs.20 – 40 million	Rs.20 – 40 million
Rs.40 – 60 million	Rs.40 – 60 million
Rs.60 – 80 million	Rs.60 – 80 million
Rs.80 million and over	Rs.80 million and over
	Not Applicable
Compared to other competitors in this category, this budget is:	Less
	About the Same
	More
	Not Applicable (Elaboration Required)
Compared to prior year spend on the brand overall, the brand's overall budget this year is:	Less
	About the Same
	More
	Not Applicable (Elaboration Required)
Media Budget Elaboration Provide judges with the context to understand your budget. What was the balance of paid (purchased and donated), earned, owned and shared media? What was your distribution strategy? Did you outperform your media buy? In addition to providing context around your budget, if you selected Not Applicable to either of the previous two questions, explain why you selected Not Applicable. (Maximum: 150 words)	
Provide answer.	
Production & Other Non-Media Expenditures Select a budget range for the key assets you developed to bring your idea to life. This should include hard pre and post productions costs, talent (influencer or celebrity fees) and any activation costs. (Maximum: 100 words)	
Under Rs.500 thousand	Rs.20 – 40 million
Rs.500 - 999 thousand	Rs 40 – 60 million
Rs.1 – 2 million	Rs 60 million and over
Rs.2 – 5 million	Not Applicable
Rs.5 – 10 million	Not Available / Unknown
Rs.10 – 20 million	
Provide answer	

Owned Media Was Owned Media a part of your effort? (Yes/No) Elaborate on owned media (digital or physical company-owned real estate), that acted as communication channels for case content. (Maximum: 100 words)

Provide answer.

Sponsorship and Media Partnerships

Select the types of sponsorships /media partnerships used in your case. Choose all that apply.
Then, provide additional context regarding these sponsorships and media partnerships, including timing.

(Maximum: 100 words)

Product Placement – Occasional	Product Placement – Ongoing	Sponsorship – On Site	Sponsorship – Live Activation
Sponsorship – Talent or Influencer	Unique Opportunity	Not Applicable	

Provide elaboration.

Data Sources: Investment Overview

You must provide a source for all data and facts presented anywhere in the entry form. The below field may only be used to list sources of data provided in your responses above. Entrants may not include any additional context or information in the below field.

Provide sources of data included in your responses in the Investment Overview.

All Touchpoints as Part of Your Effort

Select all touchpoints used in the effort, based on the options provided in the below chart. Within your response to Question 3, explain which touchpoints from the below list were integral to reaching your audience and why.

On the creative reel, you must show at least one complete example of each touchpoint that was integral to the effort's success. For example, if you mark 10 boxes below and 8 were key to the driving results and explained as integral in Question 3, those 8 must be featured on the reel.

Branded Content – Editorial	Digital Mktg. – SEM	Print – Magazine
Branded Content – Product Placement	Digital Mktg. – SEO	Print - Newspaper
Cinema	Digital Mktg. – Short Video (:15-3 min.)	Public Relations
Contests	Digital Mktg. – Social: Organic	Radio
Digital Mktg. – Affiliate	Digital Mktg. – Social: Paid	Retail Experience: Digital
Digital Mktg. – Audio Ads	Digital Mktg. – Video Ads	Retail Experience: In Store
Digital Mktg. – Content Promotion	Direct Mail	Sales Promotion, Couponing & Distribution
Digital Mktg. – Display Ads	Events	Sampling/Trial
Digital Mktg. – Email/Chatbots/Text/Messaging	Health Offices / Point of Care	Sponsorships – Entertainment
Digital Mktg. – Gaming	Influencer / Key Opinion Leader	Sponsorships – Sports

Digital Mktg. – Influencers	Interactive / Website / Apps	Sponsorships – Unique Opportunity
Digital Mktg. – Location based	Internal/In-Office Marketing	Street Mktg.
Digital Mktg. – Long Video (3+ min.)	Loyalty Programs	Trade Shows, Trade Communications, Professional Engagement
Digital Mktg. – Marketplace Ads	OOH – Billboards	TV
Digital Mktg. – Mobile	OOH – Other Outdoor	User Generated Content & Reviews
Digital Mktg. – Product Placement	OOH - Transportation	Other:
Digital Mktg. – Programmatic Display Ads	Packaging & Product Design	
Digital Mktg. - Programmatic Video Ads	Print – Custom Publication	

Main Touchpoints

From the list outlined above, select the three most integral touchpoints for your effort. List in order of most integral to least integral.

MAIN TOUCHPOINT #1 (Select one of the touchpoints from the chart above.)	
MAIN TOUCHPOINT #2 (Select one of the touchpoints from the chart above or Not Applicable.)	
MAIN TOUCHPOINT #3 (Select one of the touchpoints from the chart above or Not Applicable.)	

SOCIAL MEDIA PLATFORMS

Select all social media platforms utilized in your effort from the list below.

Blog (Tumblr, Medium, etc.)	Discord	Facebook	Instagram
LinkedIn	Pandora	Pinterest	Reddit
Snapchat	Spotify	TikTok	Twitch
WeChat	WhatsApp	X	YouTube
	Not Applicable	Other:	