

Effie Awards
Global Best of the Best
2023 Categories



Category Structure

Industry Categories

Agricultural, Industrial, Building
Automotive
Beauty & Fragrance
Consumer Goods & Telecom
Fashion & Accessories
Fast Moving Consumer Goods
Food & Beverage
Finance
Gaming & E-Sports
Government, Institutional & Recruitment
Health & Wellness
Media, Entertainment & Leisure
Non-Profit
Product/Service Launch
Professional Services
Restaurants
Retail
Transportation, Travel & Tourism

Specialty Categories

Audience
Brand Content & Entertainment
Business Achievement
Business-to-Business
Commerce & Shopper Marketing
Data-Driven
David vs. Goliath
Digital
Experiential Marketing
(Brand Experience)
Marketing Innovation Solutions
Media Idea / Innovation
Small Budgets
Social Media
Sustained Success
Topical / Annual Events

Positive Change Categories

Disease Awareness & Education
Diversity, Equity & Inclusion
Environmental – Brands
Environmental – Non-Profit
Social Good – Brands
Social Good – Non-Profit

Category Guidelines

You may enter your 2022 Gold or Grand-winning case into a maximum of **one** Global Best of the Best category.

- If the original category that the case won Gold in is available in the Best of the Best program, entrants are required to submit their work into that category.
- If your effort won Gold/Grand in multiple categories in your local program, you must enter the Gold Effie winning case that corresponds to a category in the Global Best of the Best program, unless no category where you won Gold is offered.
- If your original category is not offered in the Global Best of the Best program, you should enter your case into the Industry category that corresponds to the product / service you are entering and provide context about the original category in your answers to the local context questions of the entry form.

For entrants who need to select a new entry category, review the category definitions on the following pages. If you are unsure if your case meets a category definition, please email bestofthebest@effie.org.

Effie Worldwide reserves the right to re-categorize entries, split/redefine categories and/or refuse an entry at any time.

Industry Category Definitions

Agricultural, Industrial & Building

All related products, materials, tools and services.

Automotive

All vehicles & automotive aftermarket products including cars, trucks, motorcycles, vans, both brand and model advertising, gasoline, motor oil, tires, batteries, paint, quick-lube, oil change, muffler, transmission, windshield wipers, enhancements, etc.

Beauty & Fragrance

Includes cosmetics, fragrances, hair products, nail products, skincare treatments, salons, spas, etc.

Consumer Goods & Telecom

All products and services related to:

- **Electronics:** Devices may be aimed at consumers or businesses – TVs, radios, mobile devices, home entertainment, laptops, tablets, cameras, computer hardware, game consoles, drones, external or integrated VR/AR devices, sound systems, etc.

- **Internet & Telecom:** Mobile network providers, high speed Internet access services, online services, bundled communications (internet, telephone, and TV), etc.

- **Devices & Furnishings:** All home and business devices, appliances and furnishings including smart home devices, kitchen appliances, etc.

- **Software:** Software, groupware, operating systems, SaaS/IaaS and Cloud based services, software/apps stored locally on a computer/tablet/mobile device, etc.

Fashion & Accessories

Apparel, accessories, jewelry, styling services, clothing rentals, eyewear and footwear.

Food & Beverage

All food and beverage products, including fresh, packaged and frozen food; snacks; desserts; alcoholic and non-alcoholic beverages.

Industry Category Definitions (Cont.)

Fast Moving Consumer Goods

Fast-moving consumer goods including household goods, office products, personal care, pet care, etc.

Finance

Financial products and services including: communications promoting overall image and capabilities of a financial institution; insurance; specific products or services including credit cards, charge cards, debit cards, home banking, loans, mobile payment services, mortgage, mutual funds, traveler's checks, etc.

Gaming & E-Sports

All forms of e-sports and multi-player video games, including virtual reality, arcade, console, mobile, online & computer games.

Government, Institutional & Recruitment.

Municipal or state economic development, lotteries, utilities, parks, libraries, public services, membership drives, educational institutions/ organizations, civil, diplomatic or armed forces marketing. Includes political messages and special interest/trade group communications.

Health & Wellness

Health and wellness products and services that can be directly purchased by a consumer with or without physician involvement. Efforts may also be targeted to physicians or healthcare professionals. Also including work related to health insurance, dental and medical care services.

Media, Entertainment & Leisure

All forms of entertainment, media and leisure:

- **Entertainment:** Including apps, movies, programs (TV, online, radio), books, music, DVDs, games, comics, podcasts, etc.
- **Culture & the Arts:** Plays, museums, music organizations, concert series, cultural festivals, theatre festivals.
- **Sports & Leisure:** Sporting events, sports teams. Products and services aimed at hobbies, leisure and recreation, including but not limited to dating services/apps, wedding planning platforms, personal development/improvement programs/ apps, genetics/ancestry testing services, sporting and camping goods/services, etc.

Industry Category Definitions (Cont.)

- **Media:** Media companies including broadcasters, magazines, newspapers, websites, & consumer or trade media, radio and television stations.

Non-Profit

Not-for-profit organizations of all types including charitable, social, civic, advocacy, trade, special interest, religious, etc. Includes membership drives, recruitment, fundraising, etc.

Product/Service Launch

For a campaign which has achieved a highly successful product or service launch. The marketing must have been key to the success of the launch.

Professional Services

Includes Business/Professional services such as consulting, accounting, legal, employment, real estate, shipping/delivery, domestic services, etc.

Restaurants

Quick service, casual dining, mid-scale, fine dining and other restaurants. Any type of restaurant may enter.

Retail

Open to all retail companies (online and/or brick & mortar) with general or specific merchandise. E.g. department stores; online retailers; clothing, fashion, shoes or jewelry stores; food retailers; movie/book stores; furnishings and design retailers, discount/bulk retailers; home & garden stores, pet care; toy stores; specialty stores; convenience stores, etc.

Transportation, Travel & Tourism

All modes of transportation such as air, train, bus, taxi, subway systems, rideshares services, bike shares, car rentals, ferries, as well as all forms of travel/tourism including cruises, hotels, resorts, amusement parks, travel websites and booking services, travel tours, tourism campaigns, etc.

Specialty Category Definitions

Audience

Any effort whose success was dependent on effectively and authentically connecting with a specific audience. If the entry had multiple audiences, it is necessary to demonstrate results for the specific audience detailed in the entry and the potential halo effect on the wider audience. Identify any elements in the creative work or strategy that are specifically directed to this community and any relevant cultural differences, dynamics and/or nuances, traditions, values, linguistic characteristics, and their significance with respect to your submission.

Note: Judges may not be familiar with the brand's particular segment, so showcase and explain details that may be missed to help them understand cultural nuances and context.

Business-to-Business

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

Brand Content & Entertainment

This category is for efforts driven by brand content and entertainment. If the content was part of a larger campaign, demonstrate the contribution of the content as part of that campaign. Efforts in the following categories should enter: Brand Content & Entertainment (efforts that effectively reached their audience through the creation of original branded content that is not advertising) and Brand Integration & Entertainment Partnerships (brands that have effectively reached their audience via strategic integrations and entertainment partnerships).

Business Achievement

This category is for effective efforts centered on a particular business goal. Efforts in the following categories should enter: Corporate Reputation (marketing efforts to promote corporations, not exclusively their products); Marketing Disruptors (efforts that changed the marketing model for the brand/category); Renaissance (efforts that renaissance a brand) and Timely Opportunity (efforts that were able to generate desired results from a single moment of activity).

Specialty Category Definitions (Cont.)

Commerce & Shopper Marketing

Honoring the most effective integrated campaigns based on a specific shopper insight and designed to engage the shopper and guide the purchase process to achieve conversion. Eligible campaigns include those for single or multiple brands, and/or a category solution. Entries may be brand-driven, retailer-driven, or a combination of the two.

Data-Driven

Data-driven media is the application of data and technology to identify and match the right audiences to the right message at the right moments. These efforts should prove how they specifically utilized data to optimize media to improve business outcomes (brand KPIs, ROI, performance marketing measures, etc.). The best examples will recognize the interplay and application of automation, applied technology, and human and artificial intelligence (AI) to deliver to a precise audience and achieve the best results. To enter, your case must detail the role that data had within the media strategy in achieving the brand and business goals.

Submissions are expected to:

- Utilize personalized/custom-tailored creative messages.
- Explain how data impacted the media plan through clear measurement & analytics.
- Demonstrate the insights captured from data used to understand audience.

Digital

Honoring the most effective convergence of data, technology and all forms of creative that maximize user engagement and conversion. For cases in the categories of: Direct to Consumer (effective efforts from DTC businesses); Engaged Community (managing effective engaged communities); Influencer Marketing (working with key influencers to successfully connect with a target audience) and Performance Marketing (for effective efforts led by performance marketing).

Specialty Category Definitions (Cont.)

David vs. Goliath

This is an award for smaller, new, or emerging brands:

- Making inroads against big, established leaders
- Taking on “sleeping giants”
- Moving into a new product/service field beyond their current category and set of competitors to tackle a dominant leader.

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 and 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.

Experiential Marketing (Brand Experience)

This category is to showcase how you can create a brand experience beyond traditional advertising. Work that truly brought a brand or product to life 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 and mortar” retail overhaul; you could have created a new game, an alternate or virtual reality experience or interactive/immersive 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 show how advertisers are reaching out to their audiences to establish meaningful relationships, memorable, engaging experiences, and unique connections with their brands.

Entrants must address how the brand experience related back to the overall brand strategy.

Marketing Innovation Solutions (Marketing & Business Solutions)

In this category, innovative single marketing & business activities or entire marketing programs will be awarded. You can submit any action or business idea that has had an exceptionally positive impact on the market position of a brand, product or service. If communication was a significant element of marketing mix, work should be submitted in another competition category of Effie.

Examples of eligible activities in this category include: product/service innovation; change in packaging, both in terms of its appearance and size;

Specialty Category Definitions (Cont.)

design, technology or ux innovation; consumer involvement in product development; introduction/change of a loyalty program, introduction of a new distribution channel, operation change, etc.

Media Idea / Innovation

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 the success.

The award honors 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.

Social Media

This category is for campaigns that set out with the explicit purpose of using social as the primary touchpoint or 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 social 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 behavior or perceptions and demonstrate correlation with the achieved business results.

Small Budgets

Cases eligible for this category must represent the only marketing efforts for this brand (brand defined as listed in the “brand” question of the Effie entry form) during the time period that the effort entered ran.

To be eligible, an entry may not be for a line extension. Effie defines line extension as: a variation of an existing product with the same brand name and same category but with a new characteristic, a derivative of the product or service that offers modified features without significantly changing price; a product bearing the same name and offering a varied option (e.g. new flavor, diet version, etc.).

Value of donated and non-traditional media as well as activation costs must be included.

Specialty Category Definitions (Cont.)

Sustained Success

Efforts that experienced sustained success for at least three years are eligible for entry. Entries must have a common objective in both strategy and creative executions; with a continuation of core executional elements (e.g., spokesperson, song, theme, tagline, etc.) that demonstrates effectiveness over time.

Topical / Annual Events

For effective efforts around a particular moment in time or current event. Efforts in the following categories should enter: Seasonal Marketing (efforts focused on time-based interests of their target audience); Crisis Response/Critical Pivot (effectively pivoting marketing programs and business activities in response to significant structural and cultural shifts and moments of crisis) and Current Events (efforts that effectively leveraged immediate relevance, interest or importance via a targeted strategy around current events (e.g. elections, World Cup, Olympics, economics, etc.)

Positive Change Category Definitions

Disease Awareness and Education

Efforts dedicated to generating funding/donations/support for research, treatment and care of specific health conditions.

Diversity, Equity & Inclusion

This category applies to any campaigns, brand or non-profit, whose success was dependent on effectively and authentically connecting with specific cultural, ethnic or underrepresented groups or communities (example: LGBT, differently abled, indigenous peoples, etc.). Efforts may include equal rights messages, stereotype elimination, anti-prejudice or other that work to positively impact said groups or communities. If the entry had multiple audiences, it is necessary to demonstrate results for the specific audience detailed in the entry.

Identify any elements in the creative work or strategy that are specifically directed to this community and any relevant cultural differences, dynamics and/or nuances, traditions, values, linguistic characteristics, and their significance with respect to your submission. Judges may not be familiar with your particular segment, so this is your opportunity to showcase the details that they may miss.

Positive Change Category Definitions (Cont.)

Environmental

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

Winners of this award showcase how effective marketing programs 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 behavior towards more environmentally sustainable choices and environmentally conscious messaging must be a part of the marketing.

Entrants should address how the sustainability goal relates back to the overall brand and business strategy.

Criterion for this award is the result of behavior change toward more environmentally sustainable choices, with these elements being considered in judging:

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

Enter your case into one of the following categories:

- **Environmental – Brands:** Recognizing brands with marketing programs that have measurably shifted audience (B2B or B2C) behavior toward more environmentally sustainable choices, and/or grown demand for more sustainable products and services by incorporating environmentally-conscious messaging into their marketing.
- **Environmental – Non-Profit:** Recognizing non-profit organizations and associations with marketing programs that have measurably shifted audience (B2B or B2C) behavior 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.

Positive Change Category Definitions (Cont.)

Social Good

The Positive Change: Social Good category celebrates marketing efforts proven effective in addressing a social problem or in expanding an existing program in ways that benefit our society. This is about creating positive societal and cultural change, challenging the established status-quo and changing accepted norms and stereotypes that create societal inequalities. Examples include initiatives that tackle food poverty, access to healthcare & education, creating a more diverse, equitable and inclusive society, creating equal opportunities at work and in wider society for all members of 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 didn't. Any and all marketing efforts, whether full campaigns or unique efforts within a campaign are eligible to enter as long as measurable results exist.

Enter your case into one of the following categories:

- **Social Good – Brands:**

Recognizing brands that are making the world a better place by using the power of their marketing platforms for "good." This category celebrates for-profit brand efforts that effectively combined business goals with a social cause (health, education, community, family, etc) and successfully related that cause back to the company's overall brand strategy, resulting in positive business and social impact.

- **Social Good – Non-Profit:**

Recognizing non-profit organizations and associations whose marketing efforts have effectively driven positive change for society and successfully contributed back to the organization's purpose. Campaigns must show measurable impact and proven results in support of the cause.