

Effie Awards  
Global Best of the Best  
2024 Entry Kit



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# Eligibility

Open to all **2023 Gold & Grand Effie winners** from Effie's regional and national programs.

**To enter the Global Best of the Best program, your case must have won a Gold or Grand Effie in any 2023 Effie Awards national or regional program.\***

- Efforts may be submitted into a maximum of **one** Best of the Best category.
  - If the category group / category your case won Gold / Grand in is offered in the Best of the Best program, you must enter that category.
  - If your effort won Gold / Grand in multiple categories in your local program, you may choose from your winning categories which you wish to compete in.
  - If your original category group/ category is not offered in the 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. See full category list in the Entry Kit.
- Entrants must enter the **same written case** that was submitted into the national or regional program for their Best of the Best program submission.
  - If the case was originally not submitted in English, the written case must be translated to English for the Best of the Best program submission. Translation must be provided for all creative examples.
  - For national or regional entry forms that offer longer word limits than the Best of the Best entry form allows, responses may be cut down to fit the word limit of the Best of the Best entry form. Entrants should work to keep their responses as close to the original as possible.
  - The only additional information that entrants may provide beyond their original entry is within the designated context questions within each section. Entrants should use the designated areas to include additional context on the local market situation and nuances that will help judges less familiar with the local market to understand the data provided in each section.
- Effie Worldwide reserves the right to re-categorize entries, split / redefine categories, and/or refuse entry at any time.
- **New in 2024:** Global Best of the Best entrants will receive points in the 2024 Effie Index (announced in 2025) if they are a Global Grand Contender or Global Grand winner.

# Deadlines & Fees

**Deadline 1** Thursday, May 16th **Fee: \$1,750**

**Deadline 2** Monday, June 17th **Fee: \$2,120**

- Entry fees are locked and based on the date of submission – all requirements must be met in order to submit your entry.
- Entries are non-refundable after time of entry. If you need to withdraw your entry, please email [bestofthebest@effie.org](mailto:bestofthebest@effie.org) with a written request to withdraw the submission.

## Payment Details

### **Payment is due by June 28th.**

- Payment is accepted via credit card (AMEX, Mastercard, Visa) or EFT/ACH Transfer. When submitting your entry, you can choose to pay at that time via credit card, or to generate an invoice to be used for payment processing. Bank transfer instructions will be provided on your invoice.

If you require a vendor form or W-9 from Effie Worldwide, please email: [finance@effie.org](mailto:finance@effie.org)

## New Entrant Discount

If your company has not submitted work in the 2021, 2022 or 2023 competition as the lead/entering company, your company is eligible for a \$200 discount. New Entrant Discount requests should be made prior to submitting your entry.

You may apply for this discount once you have created your account in the Entry Portal. To obtain the promo code, please email your agency name & location, along with entry ID#(s) (if created) to [bestofthebest@effie.org](mailto:bestofthebest@effie.org) the subject line: NEW ENTRANT DISCOUNT.

New Entrant Discounts cannot be requested after June 17, 2024.

## Non-profit Discount

### **50% off Entry Fees**

Automatically applied in the Entry Portal.

## Insight Guide Discount

Eligibility: The Effie Insight Guide is a report that gives entrants feedback directly from the judges who reviewed their case. By pre-ordering your Insight Guide, you will receive a \$100 discount off the \$350 price.

# How to Enter

Entries are submitted online in the Entry Portal at <https://effie-bestofbest.acclaimworks.com/>

Download the Entry Form Guide & Template [here](#).

- Entrants can use the Entry Form Guide & Template to adjust their original responses to the entry form for the Best of the Best entry form. In the Entry Portal, entrants will need to copy their answers to each question on the entry form into the corresponding question boxes.

Please give yourself enough time to complete all requirements within the Entry Portal before your intended entry deadline.

## Entry Checklist

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Reviewed by Judges	Other Requirements
<input type="checkbox"/> Written Entry Form	<input type="checkbox"/> Company & Individual Credits
<input type="checkbox"/> Creative Examples (Reel, Images)	<input type="checkbox"/> Publicity Materials
	<input type="checkbox"/> Case Background
	<input type="checkbox"/> Authorization & Verification

# The Entry: Overview

The written entry **tells the story of the effort** from beginning to end. Each part of the submission should work together and tell a story.

- For the Global Best of the Best competition, entrants must enter their Gold or Grand Effie winning case as it was submitted to the local or regional competition. However, the Global Best of the Best entry form provides the opportunity for entrants to share additional cultural and local market context in each section of the entry form, to help global judges less familiar with the local market, further understand the context of the entered case. Judges may not know the category norms or nuances within your brand's industry or local market, so it is critical to provide this context throughout the written case.
- Judges are industry professionals – think through the questions they may ask and address those questions within your responses to the local context questions throughout the form. Because jurors are reviewing 6-10 cases in a session, it is important that your entry is clear, concise, and engaging. Review the entry form questions in detail and utilize Effie's resources like the Effective Entry Guide & past winning cases.



# The Entry: Overview

The entry form is aligned to Effie's Pillars of Marketing Effectiveness, with the opportunity to provide additional local market context in each pillar:

## **SCORING SECTION 1: Challenge, Context & Objectives (23.3% of score)**

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In this section, judges evaluate whether they have the necessary context about your industry category, competitors, and brand to understand your entry and the degree of challenge represented by your objectives. Judges will assess the case for both suitability and ambition within the framework of the challenge. Weight will be given to the degree of difficulty and whether the entrant has provided the context to evaluate the case's effectiveness in this section.

## **SCORING SECTION 2: Insights & Strategy (23.3% of score)**

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This section prompts you to explain your strategic process and thinking to the judges. Your idea should be borne from these unique insights.

## **SCORING SECTION 3: Bringing the Strategy and Idea to Life (23.3% of score)**

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This section relates to how and where you brought your strategy & idea to life – including your creative, communications and media strategies and the creative work itself. Judges are looking to understand why you chose specific marketing channels and how they relate to your strategy and audience. Your creative work, as shown in the Creative Reel & Images, and the Investment Overview are judged as part of this scoring section

## **SCORING SECTION 4: Results (30% of score)**

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This section relates to your results. Be sure to provide context (category/prior year) and explain the significance of your results as it relates to your brand's business. Tie results back to the objectives outlined in Section 1.

# The Entry: Rules

The following will result in **disqualification** and entry fees will be forfeited:

- **Failing to adhere to the Effie Eligibility rules.**

Case must be a 2023 Gold or Grand winner in an Effie Awards program .

- **Entry does not meet category requirements.**

For the Global Best of the Best competition, if the category group/ category your case won Gold or Grand in is offered in the program, you must enter that category group/ category.

If the original category your case won Gold in is not offered in the Best of the Best program, enter 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.

- **Agency names/logos published in the entry form or in the creative materials.**

Effie is an agency-blind competition; no agency names should be included in the materials that judges will review (entry form, investment overview, creative reel, creative images). Do not include any agency names in your sources – this includes agency names other than your own. The source of data should be referenced as “Agency Research,” “PR Agency Research,” “Media Agency Research,” etc.

Note: It is fine for agency name to appear in an entry in situations where: the agency is the brand for the entered case, or the agency name appears in the creative work that ran publicly.

- **Data not sourced.**

All data, claims, facts, etc. presented anywhere in the entry form must reference a specific, verifiable source. Sources must be as specific as possible in documenting all evidence, while not citing specific agency names. Provide source of data, type of research, and the time period covered. The Entry Portal is set up to encourage sourcing via footnotes. Refer to the “sourcing data” page for more information.

- **Directing Judges to External Websites.**

Entrants are judged solely on the materials presented in their written entry and creative examples (creative reel + images). Entrants are not permitted to direct judges to websites for further information or for further examples of work.

- **Missing Translation.**

All non-English creative work must include translation via subtitles or the Translation field on the Creative Examples tab.

- **Violating Creative Example (Reel, Images) Rules.**

Entrants must follow all creative rules as outlined in the entry kit. This includes but is not limited to: competitor logos/creative work and results may not be included in the creative examples; time limits must be followed. See full rules, including guidelines on editing and content, in the Creative Requirements section of the entry kit.



# The Entry: Sourcing Data

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.**

In the entry portal, the entry form has a **SOURCING** box provided at the bottom of each scoring section for all references/footnotes. This allows entrants to provide sourcing affecting word limit restrictions.

- When submitting your responses to questions 1-4, you must provide a source for all data and facts. At the end of a sentence that requires a source, use the **SUPERSCRIPT** feature to number your sources.
- In the Sourcing box, numerically list your citations.

## Suggested Sourcing Layout

### **Source of Data/Research, Research/Data Type, Dates Covered.**

**Note:** Judges cannot click on external websites, so if citing a website, please also include key sourcing details via text (e.g. publication, article name, date).

## Additional Guidance

- Because of Effie's specific eligibility time period, entrants are required to include the dates covered for all results data presented in your case.
- All data must be included in your response to questions 1-4. Entrants may not add additional information or explanation in the sourcing section. The sourcing sections may only be used to provide citation.
- Use the specific name of the company to reference a source except when the source is an agency (ad, media, or other). Because Effie is an agency-blind competition we require agency research to be referenced via the term "Agency Research." This applies to all agencies, not limited to the entering agency. For increased specificity, entrants are encouraged to list type of agency when applicable, such as: PR Agency Research, Media Agency Data, etc. As with all other sourcing, include any other relevant citation information (type of research/data, dates covered, etc.). Research companies should be cited by name & judges encourage third-party data when available.
- Effie Worldwide reserves the right to check all sources provided for accuracy.

# The Entry: Creative Reel

**Purpose of the Reel:** Showcase examples of how you brought your idea to life.

Your creative work is scored as part of **Scoring Section 3: Bringing the Strategy & Idea to Life**, which also includes your written response and the data presented in the **Investment Overview**. This section as a whole accounts for **23.3%** of the total score.

## Content

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- **Entrants are required to submit the same creative reel that was submitted as part of their Gold/Grand-winning entry.** For entrants whose original creative reel was not in English, translation must be provided via either subtitles or a written translation in the Entry Portal. For any added audio in the reel that was not a part of the original campaign, you may update the voiceover to be in English. Original creative work that aired in-market should maintain the original audio.
- If your program did not require a creative reel, you have the option to provide one, using the guidelines provided. If your program allowed for raw uploads of creative examples, you may supply up to 5 individual samples of raw creative video files and up to 5 individual audio files. For non-English work, translation must be provided.
- Label each creative example by type of media (TV spot, radio spot, etc.).
- No results (of any kind) may be included – this will result in disqualification.
- 4-minute maximum; it is not required to utilize all four minutes.

# The Entry: Creative Reel

## Judging Context

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- Judges are required to read the written case before viewing the creative reel, so it is not necessary to repeat your written case. As a reminder, any set-up or explanation may not interfere with the judge's ability to review sufficient examples of your creative work and other materials representing how the idea was brought to life. Examples submitted must directly relate to your Objectives and Results outlined in the written form and must have run in the marketplace.
- You do not need to feature all items selected in the touchpoints checklist (from the Investment Overview), only those integral to the case's success that are explained in your written case. Points will be deducted if the importance of print ads, for example, is mentioned in the written case, but not demonstrated in the reel. Alternatively, elements that are shown in the reel, but not outlined in the written case are cause for down scoring. The reel should complement your response to Questions in Section 3: Bringing the Strategy & Idea to Life.
- Because the judges read the written case first and the focus of the reel is on the work, no results may be included in the reel. Judges are aware that results are not allowed in the reel and express frustration when entrants submit reels with statements that reference results.

# The Entry: Creative Reel

For the Global Best of the Best competition, you must submit your original creative reel for your Gold or Grand Effie winning case.

If a creative reel was not part of the local requirements, you have the option to provide a reel using the guidance below. Judges recommend that 70% of the reel is spent showing examples of creative work the audience experienced or other materials created to bring the idea to life internally or externally.

## Must Include:

- **At least one complete example** of each integral touchpoint, as described in your written response in Scoring Section 3: Bringing the Strategy & Idea to Life.
- Video clips that are over 60 seconds may be edited down for time; but entrants are encouraged to keep as close to the original as possible.
- If showing multiple examples of a touchpoint (e.g. 3 TV spots), after you show one example in full, it is ok to edit down the additional examples for time.
- Translation for non-English work.

## Do Not Include:

- Results of any kind.
- Agency names, logos, images.
- Competitor creative work or logos. (Exception: permitted if competitor logos/work were included in your campaign materials. Competitors may be mentioned verbally.)
- Editing that will misconstrue what your audience viewed (e.g. changing the audio during a TV spot).
- Any confidential information, as creative reels will become public for finalists & winners.

# The Entry: Creative Reel

## Specs:

- 1 creative reel per entry.
- 4-minute maximum (it is not required to utilize all four minutes).
- 250 MB maximum file size in .mp4 format.
- High Resolution: 16:9 at 1920x1080.
- Do not include any agency names/logos in the video or in the file name.
- Add subtitles or written translation (via translation text box in Entry Portal) for all non-English work. Do not use voiceover to translate the creative work that ran in market.

## Talent / Licensing:

- Do not add music/stock images that did not run in your original creative work to your reel unless you secure the rights to include those supplemental materials.
- Effie Worldwide is a 501(c)(3) non-profit educational organization that shows the work for educational purposes of honoring effective marketing ideas and the successful teams (client and agency) creating them. In our experience, as long as the talent/music were used in your original creative work, you should not run into an issue with rights/licensing.

# The Entry: Creative Images

## Images of the Creative Work:

2 images required; 6 images maximum

**After the judges read your case and watch the reel, they review images of your work. Images uploaded should complement your reel and help the judges better evaluate creative elements that ran in front of your audience.**

It can be helpful to provide images of work best seen as a still image (e.g. website, print ad, direct mail piece, etc.). Or, you may wish to upload work that you want judges to get another look at after watching the reel.

### **This is an opportunity to showcase your creative work:**

- Highlight elements that are better seen as a still image vs. video format.
- Draw further attention to key elements you wish to highlight.

**Technical Requirements:** .jpg format, high-res. 15 MB max.

Do not include agency names or logos on any creative materials (including file names) submitted for judging.

**Translation** must be provided for all non-English work via subtitles or written translation.

Creative images will be shown publicly if your case is a finalist or winner.



# The Entry: Creative Samples (optional)

**Audio Samples:** 0 required; 5 maximum.  
MP3 format, up to 20 MB each.

**Raw Creative Video Samples:** 0 required;  
5 maximum. MP4 or MOV format, up to 250 MB each.

**PDF Samples:** 0 required; 12 pages maximum.  
PDF format, up to 20MB max.

If your local program did not require a Creative Reel and instead offered the opportunity to upload additional creative work via other file formats, you have the opportunity to upload these samples for review by the jury. With the exception of translation, files provided must be the original files that were submitted to your national/regional Effie program.

**Technical Requirements:** See above guidance for each file type – for creative requirements questions, email [bestofthebest@effie.org](mailto:bestofthebest@effie.org)  
Do not include agency names or logos on any creative materials (including file names submitted for judging).

**Translation** must be provided for all non-English work via subtitles or written translation.

Creative work will be shown publicly if your case is a finalist or winner.

# Other Requirements: Publicity

Entrants are required to provide the below publicity materials at time of entry.

## **Primary Publicity Image**

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This should be an image of the work that best represents your case. This image will be the primary image of the work for publicity and promotional purposes if the case is a finalist or winner.

**Specs:** High res, CMYK format, 100% of size. 15 MB max.

## **Lead Agency & Client Logos**

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Provide company logos for the Lead Agency and Client.

Logos are not required for companies designated as Contributing Companies.

**Specs:** ai/eps preferred; jpg/png also accepted.

## **Creative Examples from Judging**

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The Creative Work provided for judging (images, reel) will also be used for publicity purposes.

## **Public Case Summary**

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In 100 words or less, provide a summary of your case with no confidential information included.

## **Statement of Effectiveness**

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In 15 words or less, provide a statement that exemplifies the results of the case, ensuring no confidential is included.

# Other Requirements: Credits

Effie recognizes the effective teamwork needed to create an effective case.

You are required to credit all creative and strategic partners who contributed to the effort. For the Global Best of the Best Effie program, your company and individual credits must match those submitted on your original Gold or Grand Effie winning case. If space allows, you may add additional credits. New in 2024: Global Best of the Best entrants will receive points in the 2024 Effie Index (announced in 2025) if they are a Global Grand Contender or Global Grand winner.

## Company Credits

**Lead Agency** (1 Required, 2 Maximum)  
**Client** (1 Required, 2 Maximum)  
**Contributing Companies** (0 Required, 4 Maximum)

- **Co-Lead Agencies:** You may credit a second Lead Agency and they will be given equal recognition by Effie Worldwide. In order to be considered a second lead agency, you must certify that the work done by each agency was of equal weighting and each agency deserves equal recognition. Second Lead Agencies must be designated at time of entry – you may not add or remove second lead agencies after the entry period.
- **In-House Work:** If you are an advertiser submitting in-house work, please list your company as both the Lead Agency & Client.
- Please confirm the spelling and formatting of other company names to ensure they will receive proper credit in all forms of publicity if your effort is a finalist or winner.

## Individual Credits

**Primary Individual Credits**  
(0 Required, 10 Maximum)  
**Secondary Individual Credits**  
(0 Required, 30 Maximum)

- Primary Individual Credits will be utilized in situations where space is limited; otherwise all individuals will be listed in the credits.
- Individuals credited on your case must be current or former employees of any one of the credited companies.

# Other Requirements: Credits

**Effie's policy is that those recognized on the work at time of entry deserve recognition at time of win. At no time will Effie permit individual or company credits to be removed or replaced.**

- Client and Lead Agency credits are considered final at time of entry and cannot be added after the entry is submitted. Credits must be reviewed by senior account leadership and approved via the Authorization & Verification Form, which can be downloaded in the Entry Portal after you have entered all credits.
- Additions to company and individual credits will only be permitted after time of entry if the entry did not already credit the maximum number. All credit requests will be reviewed and accepted at the discretion of Effie Worldwide and are not guaranteed.
- Credit information is not seen by judges. Effie will publicly celebrate all credited companies & individuals if your case becomes a finalist or winner.
- Credits must reflect the company credits listed on your original Effie win and cannot be removed or replaced after the entry is submitted. However, you can make the following updates to credits at time of entry: Add additional companies that were not credited in your initial Gold Effie win, if you have space, and also updated company names, networks and holding companies where needed to reflect current company policy. For example, if at time of local win, the company credited was called XZ and was independent but is now XZY and is part of Y holding company, you can update the credits to reflect this.
- Note: you cannot remove any initially credited company, even if it no longer works on the case. It is critical that senior leadership reviews credits for accuracy. As confirmation, senior leadership is required to sign off on the Authorization & Verification Form, confirming credits are accurate & complete.
- We recommend ensuring you credit all companies and individuals at time of entry. If you wish to make updates at the time that finalists are announced, additions will only be accepted if space is available and require a \$500.00 fee. No additions/edits will be accepted after July 3, 2024.
- All entries submitted from the same agency office location should list the "Agency Name" precisely the same way to ensure your office is recognized as one. Communicate with your corporate/executive team, PR department, and other teams entering into this year's competition from your agency office to ensure you are entering each agency name accurately and consistently.

# Other Requirements: Contacts

Effie collects contact information at each credited company.

All contacts, except the CEO/Top Marketing Executive Contacts, may be added to Effie's mailing lists, which can be unsubscribed at any time. Contacts may be considered for an Effie jury. These contacts will not be listed publicly. Only those listed in the Individual Credits will be public if the case is a finalist or winner.

## Entrant

- **The Entrant Contact** is the person whose account the entry is submitted under.
- The Entrant Contact is the primary contact for all entry notifications.
- If you need to transfer an entry to another individual, please have that individual create an account in the Entry Portal, then contact [bestofthebest@effie.org](mailto:bestofthebest@effie.org)

## Entrant

- **Client Main Contact** will be sent a congratulatory note, along with key information about celebrating their success, if the case is a winner. Effie may also reach out if there are any questions regarding their company, the provided credits, or other entry issues that require client involvement. If Effie cannot reach the entrant or Lead Agency contacts, Effie may reach out to this contact.
- **Client CEO/Top Marketing Executive** will be sent a congratulatory note if the case is a winner.

## Lead Agency

**Lead Agency Main Contact** will be sent a congratulatory note, along with key information about celebrating their success, if the case is a winner. This is a secondary contact on the entry – if Effie cannot reach the entrant, Effie will reach out to this contact.

**Lead Agency Public Relations Contact** will be sent a congratulatory note, along with key information about celebrating their success, if the case is a winner. They may also be contacted regarding any PR/publicity opportunities.

**Lead Agency CEO** will be sent a congratulatory note if the case is a winner.

## Contributing Company

**Contributing Company Main Contact** will be sent a congratulatory note, along with key information about celebrating their success, if the case is a winner. Effie may also reach out if there are any questions regarding their company.

# Confidentiality & Publication

Effie Worldwide is a 501(c)(3) non-profit organization that stands for effectiveness in marketing, spotlighting marketing ideas that work and encouraging thoughtful dialogue about the drivers of marketing effectiveness.

**In order to help fulfill this mission and provide learning to the industry, Effie relies on entrants' willingness to share their finalist and winning case studies with the industry. By providing permission to publish your written case, you are:**

## **Bettering the industry**

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By allowing other marketers to learn from your success, you are inspiring the industry to raise the bar and make their marketing better.

## **Bettering the future leaders of our industry**

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Colleges and universities use Effie case studies in their courses, and Collegiate Effie participants learn how to write their own effective submissions by learning from yours.

## **Showcasing your team's success in achieving one of the top marketing honors of the year**

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Effie wins help attract new talent, prove the importance of marketing in business, and strengthen agency-client relationships.



# Confidentiality & Publication

We respect that entries may have information deemed confidential. Within the Entry Portal, entrants are asked to set publishing permission for the written entry. Entrants may select from the following options:

## Publish as the case was submitted

- You agree that the written entry form may be published as it was submitted and reproduced or displayed for educational purposes.

## Publish an edited version of the written case

- You agree to submit an edited version of your case study for publication which will be reproduced or displayed for educational purposes.

You may redact any confidential information; however, you may not redact any section in its entirety.

**The written case is the only portion of the entry that should contain confidential information.** For that reason, the written case is the only portion of the entry that is included in the above publication permission policy. The creative work (reel, audio, images), public case summary, and statement of effectiveness should not include confidential information and will be showcased in various ways (effie.org, partner websites/publications), along with your public-facing written case, if your entry becomes a finalist or winner. Work submitted must be original or you must have the rights to submit it.

# Confidentiality & Publication

The Effie Awards entry and judging process is designed to help all entrants present their work effectively, while ensuring the confidentiality of classified information.

## Judging

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- Effie's Judging portal and events are held in a secure environment, administered by the Effie team and moderators. Judges are required to sign confidentiality agreements before judging begins. Judges cannot save materials from the judging session and are individually matched with entries and categories that do not pose a conflict of interest. For example, a judge from the Beverages industry would not judge the Beverages category.

## Indexing Data

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- While judging is confidential and entrants may select publication permission for their written case, Effie understands some entrants may still have concerns regarding sensitive information. When presenting numerical data within the entry, entrants may choose to provide those numbers as percentages or indexes, so that actual numbers are withheld. As with all data points, be sure to include context so the judges understand the significance of the data. Additionally, unless the entrant opts to allow Effie to publish the entry as it was submitted if it becomes a finalist or winner, only judges will see the written entry as it was submitted.

## Creative Work & Publicity Materials

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- The creative material (reel, images, audio, publicity materials) and case summary you submit into the competition become the property of Effie Worldwide and the Effie Awards and will not be returned. By entering your work in the competition, the Effie Awards/Effie Worldwide is automatically granted the right to make copies, reproduce and display the creative materials, case summaries, and statements of effectiveness within the context of your Effie entry for education and publicity purposes.

- Creative work, case summaries, and the statement of effectiveness may be featured on [Effie Worldwide's website](#), partner websites, press releases/newsletters, programming/conferences and the Effie Awards Gala. Because materials for publicity & creative work will be published for all finalists & winners, no confidential information should be included in these elements.

# Confidentiality & Publication

## Creative Work & Publicity Materials

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- Please review the Creative Reel section of the Entry Kit for more guidance on licensing/talent.
- In extraordinary circumstances, Effie will review requests to submit an edited reel for publication. Such requests should be submitted if the case becomes a finalist, as non-finalist creative reels are only seen by judges and will not be published.

**This year's eligibility is a Gold or Grand Effie winner in any national or regional 2023 Effie program\* and the awards will be presented in Q3 2024. For some companies, this delay may alleviate some concerns regarding sensitive data. Most data from 2023 winners would have been from 2022.**

- Companies across the full spectrum – from large to small and across all industry sectors – enter the Effie Awards. Effie Worldwide's confidentiality policy, the ability to index data, the ability to set publication permissions, etc. are all established to ensure that any company can enter their effective work without hesitation.
- We recommend nominating your client and agency team members for judging in an Effie program. Participating as a judge is one of the most valuable ways to learn about the award, understand how judging works, and experience our security and confidentiality rules firsthand.
- Effie Board, Executive Staff, and Committee members are senior, well-respected professionals in the industry on both the client and agency side. If you are interested, we would be happy to set up a time for them to talk to you about confidentiality during judging; how to involve key team members in the judging process; and how you can submit indexed data. If you would like to have a further discussion about confidentiality, please email [bestofthebest@effie.org](mailto:bestofthebest@effie.org)

# Judging

Your entry will be judged by some of the brightest and most experienced business leaders worldwide.

**We draw on their experience to not only judge the work of their peers but to highlight learning for the industry overall. Entries are judged in two phases. In both rounds, judges evaluate the written case and creative executions. Scoring is done anonymously and confidentially. Judges provide feedback on each case for the Insight Guide.**

- For the Global Best of the Best competition, entrants must submit their Gold or Grand Effie winning case as entered to the local competition. However, the entry form provides space in each section to add local market context. Entrants should use the local context questions to help judges better understand the local market nuances of your insights, results etc. Jurors are specifically matched with cases that do not prove a conflict of interest. For example, a judge with an automotive background would not review automotive cases. For this reason, it is critical that entrants provide both local market and local category context in their Global Best of the Best entries. Give judges a clear understanding of the category situation and explain what your KPIs mean in the context of your category and market.
- The judges' scores will determine the entries that become Global Grand contenders, and subsequently the contenders that will be awarded a Global Grand Effie trophy.
- The highest-scoring winners are eligible for the Iridium Effie Award. The Iridium Effie represents the single best case entered in a given year. As the Iridium Jury is so senior and they express their collective opinion, the winning case represents both the most effective case of the year and a message that will be sent to the industry about lessons for the way forward.

**In all rounds of judging, judges provide scores across Effie's marketing effectiveness framework:**

Challenge, Context & Objectives: **23.3%**

Insights & Strategy: **23.3%**

Bringing the Strategy & Idea to Life: **23.3%**

The Results: **30%**

# Judging

## **Best of the Best Judging**

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- Members of the Jury are asked to individually review 6 -10 cases across a range of categories.
- Each jury member reviews cases across multiple categories.
- Cases that score high enough will move on to Global Grand Effie Judging.
- The Jury will judge cases between July – August 2024.

## **Global Grand Judging**

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- Global Grand contenders are judged against other contenders within their category, and like the first round, all elements of each case are reviewed and scored.
- Global Grand judges discuss each case before finalizing their scores.
- Global Grand Judging will take place between September – October 2024.

## **Iridium Judging**

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- **Iridium Judging and Awards** will take place in November 2024 and the winner will be announced in December 2024.

# Categories

## Category Limit

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- Efforts can be entered into a **maximum of one category**.
- If the original category group / category that the case won Gold / Grand in is available in the Best of the Best program, entrants are required to submit their work into that category group/ category.
- If your effort won a Gold / Grand in multiple categories in your local program, you must enter the Gold Effie winning case that corresponds to a category group/ category in the Global Best of the Best program.
- If your original category group / category is not offered in the 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 definitions on the following pages. If you are unsure if your case meets a category definition, please email [bestofthebest@effie.org](mailto:bestofthebest@effie.org)

The Effie Awards reserves the right to re-categorize entries, split/redefine categories and/or refuse entry any at any time. Visit [BestoftheBest.Effie.org](http://BestoftheBest.Effie.org) for full category definitions.



# Categories

## Industry Categories

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

## Positive Change Categories

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

## Specialty Category Groups & Categories

### **Audience**

Audience (includes Multicultural & Specialty Audiences)

Business to Business

Youth

### **Brand Content, Entertainment & Experiential Marketing**

Brand Content & Entertainment

Brand Integration & Entertainment

Partnerships

Experiential Marketing (Brand Experience)

### **Business Achievement**

Business Achievement (includes Corporate Reputation, Marketing Disruptor and Renaissance categories)

Data-Driven

David vs. Goliath

Small Budgets

Sustained Success

Timely Opportunity

### **Commerce & Shopper Marketing**

Commerce & Shopper Marketing (includes all categories in the Commerce & Shopper category group)

### **Digital**

Digital (includes AI, Direct to Consumer, Engaged Community and Influencer Marketing Categories)

Social Media

Performance Marketing

### **Marketing Innovation / Business**

#### **Solutions**

#### **Media Idea / Innovation**

#### **Topical / Annual Events**

Crisis Response / Critical Pivot

Topical / Annual Events (includes Current Events and Seasonal Marketing categories)

# Contact Us

Contender notifications will be sent and the Grand and Iridium award winners will be announced in **Q4 2024**.

A complimentary trophy is provided to each winning lead agency and client company. The client and lead agency is the engraving default setting for all trophies, unless co-lead agencies or co-clients are designated, in which case both lead agencies/clients would appear on the trophy. Complimentary trophies will be shipped to each Lead Agency Main Contact following the gala, unless alternate shipping requested by the winner.

## Global Best of the Best

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### Competition & Judging Questions:

- [Program Website](#)
- [bestofthebest@effie.org](mailto:bestofthebest@effie.org)

## Additional Effie Awards Programs

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### National & Regional Effie Programs:

- [Partner Listing](#)
- [ww@effie.org](mailto:ww@effie.org)

### Global Effie – Multi-Region:

- [Program Website](#)
- [global@effie.org](mailto:global@effie.org)

## Effie Initiatives

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### Case Library:

- [Effie.org/cases](https://www.effie.org/cases)
- [subscriptions@effie.org](mailto:subscriptions@effie.org)

### Effie Academy (Education & Training):

- [Effie.org/education](https://www.effie.org/education)
- [academy@effie.org](mailto:academy@effie.org)

### Effie Index:

- [Effieindex.com](https://www.effieindex.com)
- [index@effie.org](mailto:index@effie.org)

### Partnership Opportunities:

- [partnerships@effie.org](mailto:partnerships@effie.org)