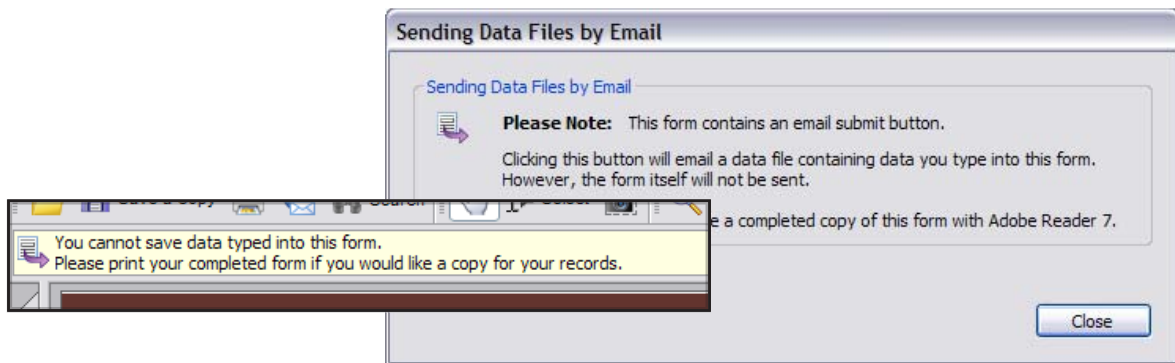


# effie awards

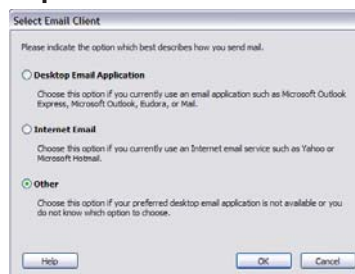
## METHOD TO SAVE YOUR DATA INTO THIS FORM



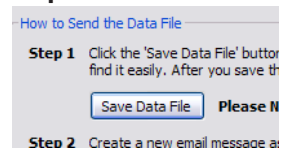
If you are using Adobe Acrobat Reader, you will be prompted with the above messages from the system. **Please ignore the messages** as you will be able to save the data you entered into this form by clicking on the 'Save Data' button found at the end of the form.

After clicking on the 'Save Data' Button, select 'others' and click OK as shown in Step 1. Click 'Save Data File' as shown in Step 2. After which save the data file and the process is complete. The form may be closed

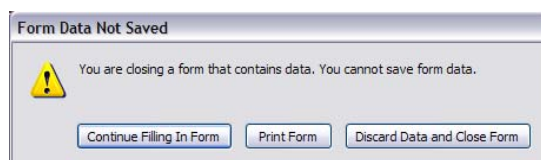
### Step 1



### Step 2



A messaging indicating the form cannot save data will appear. **Ignore the message and click 'Discard Data and Close Form'**. To retrieve your data, launch the .fdf file that you have saved earlier.



# THE BRIEF OF EFFECTIVENESS

You are required to submit 1 disk and 3 copies of pages 14 – 26 for each entry, copied on one side only, stapled and collated. Please fill out all information below, and refer to the tinted box for additional information.

- 1. **Brand Name** .....
- 2. **Product Type or Description** .....
- 3. **Category for this Entry** .....
- 4. **Campaign Title** .....

Check  Non-English

[Any mention of your agency name will result in disqualification]

**1. Brand name of product or service advertised**  
Please list only the primary brand name or trade name of the product or service advertised. 'Kleenex' not 'Kleenex Brand Tissue.'

**2. Product type or description**  
Brief description indicating the kind of product or service advertised without using the brand name. 'Facial Tissue' not 'Kleenex Tissue'.

**3. Category**  
Choose one from the list of six categories. Entries may be re-categorized if judges deem it necessary.

**4. Campaign Title**  
Please indicate the campaign title, not titles or individual commercials within the campaign.

---

## 5. Market Background

Use this space to explain any relevant trends unique to your market that generally shape the marketing environment and/or color consumers response to marketing efforts. (For example, if the government controls all the major media outlets, this may mean that consumers regard products they see advertised in these media as having some form of government approval.) Be sure to explain why these factors are relevant. This general background will help the judges better understand and evaluate the more specific story you tell in the remainder of your entry.

---

**6. Marketing Challenge**

What was going on for your specific brand? Provide information on the category, the company, the competitive environment, the target and/or the product/service that created your specific challenge.

---

**7. Campaign Objectives**

State specific goals for your campaign. Examples: to meet a concrete share or sales target; to obtain a specific behavioral response; to modify existing brand perceptions; to establish new product awareness. Why were these objectives chosen, and how were they to be measured?

---

**8. Target Audience**

Provide a target audience definition, profile and rationale. To whom was the campaign directed, and why was this target selected?

---

**9. Creative Strategy**

Describe the strategy upon which the advertising is based. What was the message you wanted to communicate, and why did you feel this was the right one? What insight about the target audience or the marketplace led to this strategy?

---

**10. Media Strategy**

Describe the media strategy upon which the communication plan was based. What insights about the target audience or marketplace led to this strategy? How did the media strategy and target insights influence the media vehicles selected and their relative priority? How did the media strategy relate to and/or enhance the creative idea?

---

**11. Total Media Expenditure**

[Check one, and be sure to convert your country's currency into US\$. Entries that fail to indicate media expenditures will be disqualified.]

- |   |   |
|---|---|
| <input type="checkbox"/> Under US\$100 thousand | <input type="checkbox"/> \$100 – \$250 thousand       |
| <input type="checkbox"/> \$250 – \$500 thousand | <input type="checkbox"/> \$500 thousand – \$1 million |
| <input type="checkbox"/> \$1 to under \$5 mil   | <input type="checkbox"/> \$5 to under \$10 mil        |
| <input type="checkbox"/> \$10 mil and over      |   |

---

**12. Media Spend Comparison**

Compared to your competition, is this budget:

- |                               |   |
|-------------------------------|---|
| <input type="checkbox"/> Less | <input type="checkbox"/> About the same |
| <input type="checkbox"/> More |   |

Compared to your prior year budget, is this budget:

- |                               |  |
|-------------------------------|--|
| <input type="checkbox"/> Less | <input type="checkbox"/> About the same            |
| <input type="checkbox"/> More | <input type="checkbox"/> No spending in prior year |

---

**13. Media Vehicles**

List all media used in this campaign, even those not included in the **Effie** entry materials

- |  |   |
|--|---|
| <input type="checkbox"/> Television              | <input type="checkbox"/> Radio                |
| <input type="checkbox"/> Newspaper               | <input type="checkbox"/> Trade/ Professional  |
| <input type="checkbox"/> Consumer magazine       | <input type="checkbox"/> Direct Mail          |
| <input type="checkbox"/> Point-of-Purchase       | <input type="checkbox"/> Out-door/ Transport  |
| <input type="checkbox"/> Public Relations        | <input type="checkbox"/> Interactive/ On-line |
| <input type="checkbox"/> *Other [describe below] |   |

---

**14. Other Supporting Communications Programs**

Describe here whether, why and how any other communication programs were implemented in conjunction with this campaign.

---

**15. Other Marketing Components**

Describe any other marketing components simultaneously occurring or coordinated with this campaign, e.g., pricing changes, couponing, sales promotion, distribution, sampling program, etc. Note in the Evidence of Results section the role of these programs, if any, in driving results.

- No marketing programs were simultaneously implemented or coordinated with this campaign.

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## 16. Evidence of Results

Your evidence must relate directly to campaign objectives. If the objective was to increase sales, indicate sales response to the campaign. If the campaign attempted to bolster corporate image, how did your campaign do this? Please be as specific as possible in documenting your results. Provide sources of data, research involved and the time period covered for the results provided. You need not disclose confidential information, and proof of performance may be indexed if desired. Keep in mind that judges are senior industry executives; it can be helpful to discuss other factors that may have contributed to these results, since these will probably occur to the judges anyway. Similarly, omitting pertinent information or failing to answer obvious questions will hurt your case.

VERY IMPORTANT: All data presented here **MUST** reference a specific source. This could be advertiser data, agency research or third-party research companies. Not referencing a source will result in disqualification. **Agency names MUST NOT be mentioned.** If your agency is the source of your research, refer to 'Agency Research'. We reserve the right to verify the accuracy of any data submitted.

# CREATIVE CHECKLIST

You must complete and return three copies of this checklist with your entry. All entries and materials must be received no later than **9 November, 2007**. Please indicate the quantity you are sending of each item. Each item must be labeled with the campaign title and brand name. Please list commercial title(s) on outside of all audio, DVD and videocassettes. **Agency name is not to appear on any creative materials.**

\* NOTE: Your entry is required to include a creative example from at least one of the following media: Television, Internet, Radio, Print, Out-of-Home/Outdoor Advertising. There are separate creative requirements for some specialty categories. Visit [www.ias.org.sg](http://www.ias.org.sg) for complete details.

	# of copies to Send	Quantity Sent	Office Use Only
EFFIE® Brief of Effectiveness [pages 14–18] All Sections Must Be Complete	3 copies		
Brief of Effectiveness [formatted into a text document] submitted on disk	1 Disk		
Campaign Summary and Credits [page 23 & 24]	3 copies		
Entrant Information [page 24]	3 copies		

CREATIVE MEDIUM Limit [2] examples per medium; Limit [6] total executions of creative	# of Original Executions (limit 6 total)	# of Executions/ # of pieces (i.e. 1/3 or 2/6 or 1 Disk)	Office Use Only
<p><b>Television Commercials</b></p> <p>Send TV Commercials submitted on DVD. (Please ensure that all DVDs submitted are playable on either the Windows Media Player or the WinDVD) If you send more than one TV Commercial, all commercials must be separated on the DVD, with approximately 5 seconds of black between them. <b>Agency name cannot be mentioned on DVD submitted or campaign will risk disqualification.</b> Label outside of DVD protective cases with campaign title, brand and commercial title(s). You must include a written location log with the DVD. Note: Examples in excess of 60 seconds in length will not be shown in their entirety. Please indicate title of commercial(s) submitted for consideration below:</p> <p>Commercial Title #1</p> <p>Commercial Title #2</p>			

<b>CREATIVE MEDIUM</b> Limit [2] examples per medium; Limit [6] total executions of creative	# of Original Executions (limit 6 total)	# of Executions/ # of pieces (i.e. 1/3 or 2/6 or 1 Disk)	Office Use Only
<p>Check one for your non-English entries:</p> <p><input type="checkbox"/> Written Translation</p> <p><input type="checkbox"/> Subtitled</p> <p>Limit 2 examples. Limit 1 DVD: [label with campaign title, brand, commercial title and length]</p>			
<p><b>Radio Commercials**</b></p> <p>Send radio spots on a single audio compact disk [CD]. If you send more than one spot, place 5 seconds of silence between them. Label outside of CD with campaign title, brand and commercial title(s). You must include a written location log with the CD. Please indicate title of commercial(s) submitted for consideration below.</p> <p>Commercial Title #1</p> <p>Commercial Title #2</p>			
<p>Check one for your non-English entries:</p> <p><input type="checkbox"/> Written Translation</p> <p><input type="checkbox"/> Subtitled</p> <p>Limit 2 examples. *Limit 1 CD [label with campaign title, brand, commercial title and length]</p>			
<p><b>Print Advertising**</b></p> <p>Send three (3) unmounted copies of each print advertisement example, A3 size. Label the back of each example with campaign title, brand name and type of print – trade/ professional, consumer magazine or newspaper. Please indicate execution titles and type of print submitted below. Non-English ads must provide written translation of all copy.</p> <p>Print Title #1</p> <p>Type of Print</p> <p>Print Title #2</p> <p>Type of Print</p>			
<p>Check one for your non-English entries:</p> <p><input type="checkbox"/> Written Translation</p> <p>Limit 2 examples. Limit 6 pieces (3 pieces each example)</p>			

<b>CREATIVE MEDIUM</b> Limit [2] examples per medium; Limit [6] total executions of creative	# of Original Executions (limit 6 total)	# of Executions/ # of pieces (i.e. 1/3 or 2/6 or 1 Disk)	Office Use Only
<p><b>Direct Mail Piece**</b>            Each mailed unit constitutes a single item. Send three (3) complete samples of each example. Label the back of each example with campaign title and brand name.</p> <p>Direct Mail Piece #1</p> <p>Direct Mail Piece #2</p> <hr/> <p>Check one for your non-English entries:  <input type="checkbox"/> Written Translation</p> <p>Limit 2 examples. Limit 6 pieces            (3 pieces each example)</p>			
<p><b>Point-of-Purchase Display**</b>            Send three (3) unmounted copies of each photo/proof in A3 size. Label the back of each example with campaign title and brand name.</p> <p>Point-of-Purchase Title #1</p> <p>Point-of-Purchase Title #2</p> <hr/> <p>Check one for your non-English entries:  <input type="checkbox"/> Written Translation</p> <p>Limit 2 examples. Limit 6 pieces            (3 pieces each example)</p>			
<p><b>Outdoor Advertising**</b>            Send three (3) unmounted copies of each photo/proof in A3 size. Label the back of each example with campaign title and brand name.</p> <p>Out-of-Home Title #1:</p> <p>Out-of-Home Title #2:</p> <hr/> <p>Check one for your non-English entries:  <input type="checkbox"/> Written Translation</p> <p>Limit 2 examples. Limit 6 pieces            (3 pieces each example)</p>			

<b>CREATIVE MEDIUM</b> Limit [2] examples per medium; Limit [6] total executions of creative	<b># of Original Executions</b> (limit 6 total)	<b># of Executions/ # of pieces (i.e. 1/3 or 2/6 or 1 Disk)</b>	<b>Office Use Only</b>
<p><b>Internet Advertising</b></p> <p>Send animated computer graphics on a DVD not exceeding 60 seconds in length. Internet Advertising includes all forms of paid online advertising, including banners, pop ups, streaming video ads, interstitial ads, etc. Non- English ads must provide a written translation of all copy. You must include a written location log with the DVD.</p> <p>Online Title #1:</p>  <p>Online Title #2:</p>  <hr/> <p>Check one for your non-English entries:  <input type="checkbox"/> Written Translation</p> <p>Limit 2 examples. Limit 1 DVD</p>			

\*\*Kindly submit one (1) DVD containing all your creative materials. Creatives must be in at least 300 dpi, hi-resolution

Should your campaign be an award winner, you may be asked to submit additional materials to showcase your campaign for the Asia-Pacific Effie Awards Gala and possible publications.

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# CAMPAIGN TITLE

## Summary

The Summary to be published in the 2008 Awards Program journal, on the official Effie Awards and IAS website as well as for promotional purposes. In the space provided, write at least three complete sentences summarizing the campaign and its goals. Indicate campaign objectives and how the evidence of results directly relates to those objectives. (Limit 90 words)

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## Agency credits

Please be sure all names are spelled correctly. Limit six [6] only. Do not include additional pages of credits, as we will list only the names provided on this page. Space has been provided for three [3] agency names, if applicable.

Complete Agency Name: .....

Address: .....

.....

Phone: ..... Fax: .....

Website: .....

Name: ..... Title: .....

Name: ..... Title: .....

Name: ..... Title: .....

Name: ..... Title: .....

Name: ..... Title: .....

Name: ..... Title: .....

Name: ..... Title: .....

Name: ..... Title: .....

Name of Second Agency: .....

Name of Media Agency: .....

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**Client credits**

Please be sure all names are spelled correctly. Limit [6] only. Do not include additional pages of credits, as we will list only the names provided on this page. Space has been provided for [2] client names, if applicable.

Complete Agency Name: .....

Address: .....

.....

Phone: ..... Fax: .....

Website: .....

Name: ..... Title: .....

Name: ..... Title: .....

Name: ..... Title: .....

Name: ..... Title: .....

Name: ..... Title: .....

Name: ..... Title: .....

Name of Second Agency: .....

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**Entrant information**

Brand Name of Product/ Service: .....

Campaign Title: .....

Contact Person for this campaign: .....

Title: .....

Company Name: .....

Phone: ..... Fax: .....

Address: .....

.....

Contact Person's E-mail Address: .....

---

**Competitive Environment**

Please indicate your top [3] competitors for this brand:

1. ....

2. ....

3. ....

---

**SIGNATURE FOR ENTRY BY COMPANY OFFICER**

I certify on behalf of (Agency) .....

and (Client Company) .....

That the information submitted for this campaign is a true and accurate portrayal of the campaign's objectives and results, that the campaign ran between 1 January 2006 and 31 October 2007 and, if applicable, that it reflects the campaign's results as originally submitted for previous award consideration. Entry constitutes permission to be included in a data set for IAS research purposes that do not breach confidentiality.

Signature of Officer of Company

Name: .....

Title: .....

Company: ..... Date: .....

---

## PUBLICATION OF YOUR WINNING ENTRY

We may publish Effie-winning cases on our website or awards journal. You can indicate whether or not you wish the information in your campaign's Entry Form to remain confidential by checking the box below. If you check the box, we will not publish any of the information except your campaign summary. Even if you choose to keep your entry confidential, your public summary will still be published. **If you do not check the box, your entry can be published in full.**

Check here if you want the information in the Entry form to remain confidential

---

## PAYMENT

For single payment for multiple campaigns, please attach a letter listing each campaign [Campaign Title and Brand] covered by the payment. The cost for each campaign submitted is US\$500. Late Fee US\$100 per entry [requests for deadline extensions must be received in writing by DATE]. The cost of each campaign submitted **after 9 November 2007 is US\$600.**

Amount enclosed ..... Number of campaigns for this payment.....

Payment is by cheque only, made payable to **"Institute of Advertising Singapore."**

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## PACKING INSTRUCTIONS

If you are submitting more than one campaign and you wish to send them in one box, please wrap all materials from each campaign separately and label each with campaign name(s).

**Forward all materials prepaid to:**  
**Institute of Advertising Singapore**  
**15 Enggor Street, #07-01 Realty Centre**  
**Singapore 079716**  
**Attention: Ms Jennifer Goh / Ms Yan Hui Keok**

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## QUESTIONS? NEED MORE INFO? CONTACT US!

**Institute of Advertising Singapore**  
**15 Enggor Street**  
**#07-01 Realty Centre**  
**Singapore 079716**

**Call Jennifer or Yan**  
**Tel: [65] 6220 8382**  
**Fax: [65] 6221 1106**  
**Email: [jennifer@ias.org.sg](mailto:jennifer@ias.org.sg) / [yan@ias.org.sg](mailto:yan@ias.org.sg)**  
**Website: [www.ias.org.sg](http://www.ias.org.sg)**

To save your data entered into this form:  
1. Click on the "Save Form Data" button.  
2. Select "Others" and click OK.  
3. Click on "Save Data File" and save the file in desired location.

Note\*: Loading of saved data for future editing requires connection with IAS website.  
Please wait for the form to finish loading.