



# 2009 Awards Entry Kit

## TABLE OF CONTENTS

<b>Introduction</b> .....	<b>2</b>
<b>What's New in 2009?</b> .....	<b>2</b>
<b>How do you enter an Effie?</b> .....	<b>3</b>
<b>Eligibility, Deadline &amp; Fees</b> .....	<b>3</b>
- Deadline Extensions	
<b>Categories</b> .....	<b>4</b>
- Product & Service	
<b>Create an Effective Entry</b> .....	<b>6</b>
- Entry Overview: 3-Step Process	
- How to Complete Each Entry Form Question & Source your Results	
<b>Tips for Completing Your Entry</b> .....	<b>10</b>
- How Entries Are Judged	
<b>Ten Reasons for Disqualification</b> .....	<b>12</b>
<b>Creative Requirements</b> .....	<b>13</b>
- How to Format your 4-Minute Video	
- Mailing Hard Copies of Your Print Materials included on the Video	
<b>Credits Required for your Entry</b> .....	<b>14</b>
- Company Credits	
- Individual Credits	
- 90 Word Campaign Summary	
<b>Publication of Your Winning Entry</b> .....	<b>16</b>
<b>Contact</b> .....	<b>16</b>
<b>Mailing your Materials</b> .....	<b>17</b>
<b>Final Checklist</b> .....	<b>18</b>



## 2009 Awards Entry Kit

---

### INTRODUCTION

Effie awards **Ideas that Work** — the great ideas that achieve real results and the strategy that goes into creating them.

Since 1968, winning an Effie has become a global symbol of achievement. Today, Effie celebrates effectiveness worldwide with the Global Effie, the EURO Effie, Effie Asia Pacific and more than 35 national Effie programs.

Effie's mission is to honor the marketing communications industry's most effective work. The competition is open to all forms of consumer engagement - whether mainstream or alternative; digital or print; design or advertising; paid or unpaid. Any form of marketing communication can enter — if you have insightful strategy, outstanding creative and the market results to prove it, enter it!

### WHAT'S NEW IN 2009?

**New Creative Submission Format.** This year for the first time all creative materials must be included on a 4-minute creative reel (.mov or .swf or .avi, 40MB). You must include on this reel at least one example of all creative materials discussed in your entry form. Refer to the Creative Reel instructions in this guide before creating your submission.

**Print Creative Materials:** As part of your creative submission you must include print materials:

- On the 4-minute reel
- Mail 1 hard copy of each print piece featured on the 4-minute reel to the IAS Office
- Judges will read your Entry Form, and see the 4-minute creative video and the hard copy of your print materials.

**Campaign Image** - You must also select one image to upload that best represents your overall campaign effort (.jpeg or .jpg, 300 dpi, 5MB). This image will be used in the Effie awards journal if you are a winner and for miscellaneous promotional purposes.

**New Recognition.** You are required to credit all the main strategic and creative partners on your campaign in the credits section. Work together with your team and all partners to create your entry and share the success.



## 2009 Awards Entry Kit

### HOW DO YOU ENTER AN EFFIE?

1. Go to IAS website [www.ias.org.sg](http://www.ias.org.sg)
2. Download and complete the official Entry Form (questions 1-9, 7 pages max)
- 2a. Download and complete the Credits Form, Client Authorization Form and Payment Form
3. Entrants are required to deliver the following to the IAS Office (by March 23):
  - 10 hard copy of the written case
  - 1 DVD of the 4-minute video of your creative materials
  - 1 printed copy each of your creative materials included in the 4-minute reel
  - 1 CD of your main campaign image and 90 word summary
  - 1 Copy of the Credits Form
  - 1 Signed Client Authorization Form
  - 1 Payment Form together with the cheque payment

### ELIGIBILITY, DEADLINES & FEES

Campaigns/marketing efforts that ran in Singapore between 1 January 2008 to February 2009, are eligible for entry. Campaigns may have been introduced earlier but must have run during this period and have data relative to the qualifying time.

Campaigns that are produced by multiple parties (advertising agencies, media agencies, etc.) can only be submitted for consideration once in a category. In the event of a dispute that the involved agencies cannot resolve, the entry will not be accepted. Effie reserves the right to refuse any entry at any time.

We encourage partners to work together to submit a case as collaboration yields the most effective, thorough cases. You must credit all of your main strategic and creative partners on the case you submit.

### ON-TIME ENTRY DEADLINE: 5PM, Monday March 23, 2009

**Entry Fee is US\$350 per campaign.**

Entries will not be accepted if they are not accompanied with full payment or if they are incomplete in any way. An entry must physically be in the IAS office to be considered on-time.

### NEED AN EXTENSION?

**On Time:**

Monday, March 23, 2009

**Extension Deadline:**

Monday, March 30, 2009 = US\$100 late fee

**On-time Entry Fee:**

US\$350 per campaign

**Extension Entry Fee:**

US\$450 per campaign

## CATEGORIES

You must complete a separate entry form; submit a complete set of creative samples and entry fee for each category that you enter. The Effie Awards reserves the right to re-categorize campaigns, split/redefine categories and/or refuse any entry at any time.

**Product & Service categories:** You can only enter a campaign into **ONE** product & service category.

## PRODUCT & SERVICE CATEGORIES

- 1. Automobiles/Vehicles/Automotive Aftermarket Products and Services.** Cars, trucks, motorcycles, both brand and model advertising, gasoline, motor oil, tyres, batteries, oil-change, paint, quick-rube, muffler, transmission.
- 2. Beauty Products & Services.** Personal care items such as cosmetics, fragrances, shampoos, hairsprays, soaps deodorants, hair coloring; personal care services such as spas, weight loss programs, etc.
- 3. Beverages – Alcohol.** Beer, champagne, rum, tequila, vodka, wine, wine coolers, after dinner drinks, etc.
- 4. Beverages – Non-Alcohol.** Diet and non-diet soda, coffee, tea, juices, bottled water and sparkling water.
- 5. Breakfast Foods** Cereals and other foods intended primarily for breakfast consumption
- 6. Computer Hardware.** Includes desk and portable computers for business/personal purposes (desktop systems, notebook computers, PDAs, etc.) and computer peripherals for business/personal purposes (scanners, modems, printers, monitors, etc.).
- 7. Computer Software.** Advertising for software, groupware, operating systems, or any other software marketed to consumer or business users.
- 8. Consumer Electronics.** Audio/Video devices such as TVs, radios, VCRs, cameras, sound systems, etc.
- 9. Corporate Reputation/Professional Services.** Includes sponsorships, image & identity. Advertising to promote corporations, not exclusively their products. Includes Business/Professional services such as consulting, accounting, legal, employment, etc.
- 10. Culture and The Arts.** Plays, museums, music organizations, concert series, cultural festivals, theatre festivals.
- 11. Delivery Systems and Products. International service, regional and local package trucking services and logistics.**
- 12. Education.** Educational establishment and their products, self-improvement courses and knowledge acquisition.
- 13. Entertainment.** Includes sporting events and entertainment. E.G. Superbowl, sporting team, a specific motion picture, books, records, electronic videogames, radio and television programming.
- 14. Fashion/Style.** Brand of clothing, eyewear, hosiery, jewellery.

15. **Fast food, Casual Dining and Restaurants.** Fast food, family and other restaurants.
16. **Financial Services – Cards.** Credit, charge, phone and other cards.
17. **Financial Services – Products/Services.** Advertising promoting overall image and capabilities of a financial institution and specific products or services including home banking, insurance, loans, mortgage, mutual funds, traveler’s checks, etc.
18. **Government / Institutional / Recruitment.** Municipal or state economic development, lotteries, utilities (i.e. electricity conservation messages), membership drives, armed forces advertising.
19. **Healthcare – OTC.** Drugs, vitamins, first-aid products and devices that do not require a doctor’s prescription for purchase.
20. **Healthcare – Rx.** Prescription required drugs, vitamins, first-aid products and devices .
21. **Healthcare – Products & Services.** Hospitals, HMOs, referral services, dental and medical care services, chronic care facilities, health insurance.
22. **Household Furnishings and Appliances.** Kitchen appliances, air conditioners, carpeting, furniture, decorator’s supplies, paint, and wallpaper.
23. **Household Supplies & Services.** Cleaning products, waxes, detergents, floor-care products, fabric softeners, paper products, domestic services, mowers, fertilizers, lawn care services.
24. **Internet Products & Services.** Campaigns created to promote Internet access providers, high speed Internet access services, on-line services, portals, search engines and related Internet products & services.
25. **Leisure Products / Other Consumer Goods.** Sporting/camping goods and other items intended for leisure activity. Consumer Goods (e.g. greeting cards) that do not fit under other categories.
26. **Media Companies.** Broadcasters, magazines, newspapers, web sites, consumer or trade media, radio and television stations (inc. networks).
27. **Non-Profit / Pro-Bono / Public Service.** Advertising of a public service nature for a non-profit organization or association, including political messages, and special interest/trade group advertising.
28. **Office Products & Services.** Fax machines, copiers, supplies, furniture, etc.
29. **Packaged Food.** Packaged and frozen foods both regular and diet/light.
30. **Pet Care.** Animal food, veterinary and boarding services, breeders.
31. **Real Estate.** Homes, real estate brokers, malls.
32. **Snacks / Desserts / Confections.** Ice cream, candy, chips, cookies, etc.
33. **Telecom services.** Telephone companies, cellular services, pagers
34. **Transportation.** Air, train, bus, subway systems, car rentals, leasing not including automobile sales/leasing
35. **Travel / Tourism / Destination.** Cruises, hotels, resorts, amusement parks, recreational, travel tours, etc.



## 2009 Awards Entry Kit

---

### An Effective Entry

The Effie Singapore Awards identify and celebrate campaigns that have met or surpassed their goals. Within this, the written case is the most important part of the entry, because it tells the story of your campaign development and demonstrates how the creative work led to strong results. It also details the competitive environment, the campaign's objectives, and presents your evidence that the results you're claiming were actually driven by your campaign.

Download the 2007 Judge Insight Guide to get direct peer advice on what makes an effective case.

### Entry Overview: 3-Step Process

1. Go to IAS website: [www.ias.org.sg](http://www.ias.org.sg)
2. Download and complete the official **Entry Form (questions 1-9, 7 pages max) and Authorization Form.**
3. Deliver the following to the IAS Office by the entry deadline (**Monday, March 23**) or extended deadline date:
  - 10 copies of your Entry Form
  - 1 DVD on your 4-minute video of your creative works
  - 1 copy each of any Print Materials included on your 4-minute creative reel
  - 1 copy of the Completed Authorization Form
  - 1 copy of the Payment Invoice Page

**Important Reminder:** Please thoroughly review all the information regarding how to enter, eligibility, etc. for the Effie Singapore 2009 competition. **Entries that do not adhere to the requirements will be disqualified and fees will not be refunded.**

## The Entry Form Questions

Attached to this document is a sample of the Effie Singapore 2009 entry form. The official entry form you download from [www.ias.org.sg](http://www.ias.org.sg) provides seven (7) pages to complete the questions below.

Your entry should tell the complete story of all advertising and marketing communications that were created and implemented for this campaign, and any other factors that impacted the efforts. **Do not include any Agency name (Ad, Media or Other agencies) in the entry form or creative materials.**

### **SOURCING YOUR DATA IN THE ENTRY FORM:**

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

Be as specific as possible in documenting all evidence; provide sources of data, research involved and the time period covered.

Acceptable sources can be: advertiser data, agency research or third party research companies.

Use the specific name of the company to reference a source except when the source is an Agency company (Ad, Media or Other agencies).

For Agency companies only use the term "Agency research". Effie is an Agency-blind competition — your entry will be disqualified if you include agency name anywhere in the entry form or creative materials.

**The following provides insight on the type of information the judges will be looking for in your Entry Form.**

**1. Brand name**

Please list only the brand name or trade name of the product or service advertised. E.G., "Kleenex<sup>®</sup>" not "Kleenex Brand Tissues".

**2. Product Type or Description**

Brief description indicating the kind of product or service advertising without using the brand name. "Facial Tissue" not "Kleenex<sup>®</sup> Tissue".

**3. Campaign Title**

Please indicate the campaign title, not titles of individual commercials within the campaign.

**4a. Category**

Indicate the category (refer to the list of Effie categories) within which you think your campaign should be judged. The Effie Committee reserves the right to recategorize campaigns.

**5. What was the strategic communications challenge?**

Define success in your category. What was going on? Provide the information on the category, the company, the competitive environment, the target and/or the product /service that created your challenge and your response to it.

**5b. What were your campaign objectives? State specific goals.**

Your entry may have one or all of the following objectives: A. Quantifiable, B. Behavioral, C. Perceptual/Attitudinal. Give specific goals for all of these if all apply to your campaign. Provide a % or # for all goals. If you do not have quantifiable goals, state this in the entry form and explain why. Provide benchmark and context for your goals versus year prior and in context of competitive landscape. Explain: What was the behavioral or perceptual/attitudinal response you were looking for in the context of your competition and category? 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.

**5c. Total Media Expenditures**

Indicate your campaign's media expenditures in the check box supplied on the entry form. Include the value of donated media & non-traditional paid media.

**6a. What was your big idea?**

What was the idea that drove your campaign? The idea should not be your execution or tagline. State in **one sentence**.

**6b. How did you arrive at the big idea?**

Was your idea driven by a consumer insight or channel insight or marketplace / brand opportunity? Explain how it originated and how the big idea addressed the challenge.

**7a. How did you bring the idea to life? - Strategy**

Describe and provide rationale for your communications **strategy** to bring the idea to life, as born from the insights and strategic challenge described above. How did your creative and media strategies work together?

Describe the channels you selected/why selected, justify the work and demonstrate how your idea addresses your challenge. How did the channels work together? All creative materials submitted on the 4-minute creative reel should exemplify the rationale described in this section.

**7b. How did you bring it to life? (Communications touch points)**

Indicate in the check boxes supplied on the entry form **all** consumer communications touch points used in the campaign. You must detail in your written case and show on the 4-minute video at least one example of each communication touch point marked in this section which was integral to the campaign's success.

**7c. List all other marketing components used in this campaign.**

Indicate in the check boxes supplied on the entry form other marketing components used in this campaign. You must explain in your entry the effect of these.

**8. How do you know it worked?**

Detail why you consider your effort a success. Refer to your objectives and demonstrate how you met or exceeded those objectives using quantitative and behavioral metrics. Did your campaign drive business? Did it drive awareness/consumer behavior?

Use charts and data whenever possible. Results must relate directly to your 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 measures show this? For confidential information proof of performance may be indexed if desired.

You must source all data you provide in the entry form either by listing the specific source next to each piece of data or in clearly marked footnotes at bottom of each relevant page. Be as specific as possible in documenting all evidence; provide sources of data, research involved and the time period covered.

Acceptable sources can be: advertiser data, agency research or third party research companies.

Use the specific name of the company to reference a source except when the source is an Agency company (Ad, Media or Other agencies).

For Agency companies only use the term "Agency research". Effie is an Agency-blind competition - your entry will be disqualified if you include agency name anywhere in the entry form or creative materials.

**9. Anything else going on (whether or not you were involved) that might have helped drive results?**

Describe all other factors in the marketplace. Judges are industry executives. Entries that omit pertinent information will be disqualified.

**TIPS FOR COMPLETING THE EFFIE SINGAPORE ENTRY FORM:**

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

**Identify the competitive landscape.** Do not assume that the judges reviewing your entry are aware of the marketplace ins and outs of your particular category. Be sure to provide a clear picture of the marketplace situation.

**Be concise.** Use the space and pages provided in the standard form. Don't add additional pages – they will simply be discarded upon receipt.

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

**Know the rules.** Review the judging criteria for 2009 and the **ten reasons for disqualification** before submitting your campaign.

**Proofread.** Have a few of your colleagues read your case through before submitting to be sure all the elements are there and without typos.

**Give credit where credit is due. You are required to credit the main strategic and creative partners.** Don't forget to credit all of your team members and partners in the online entry area and make sure their names are spelled correctly. If your campaign is a winner, the credits will be published.

**Source Your Results.** The #1 reason judges mark an entry for disqualification is failure to provide a specific, verifiable source for all data included in the entry form. Review the guidelines in this document for sourcing your data before finalizing your entry.

**Make sure your entry does not include an Agency names anywhere in the entry form or creative materials** — Effie is an Agency-blind competition. The #2 reason judges disqualify an entry is including agency name in the entry form or creative materials.

**Be compelling.** Your entry should be stimulating read.

**Tell judges why it was successful.** For every objective provide clear, sourced results.

**Learn from Success.** Take time to review 2008 Effie Winner's cases in the online showcase at [www.effie.org](http://www.effie.org)

**Listen to the Judges.** Download the 2007 Judge Insight Guide to get direct peer advice on what makes an effective case.

**Don't wait till the last minute to complete your entry.** The more time you give yourself, the more time you'll have to be more self-critical.

## HOW YOUR ENTRY WILL BE JUDGED

Your entries will be read and judged by some of the most experienced (and most critical) business leaders – regional planners and creative directors, and media and research professionals. It's a tough audience, but these people want to reward work that demonstrates not just good results but strong creative thinking from top to bottom. Your job as an author is to make these judges want to award your campaign, by showing them the strength of your thinking.

Remember, the Effie Singapore competition is about effectiveness. How did the various campaign components – strategy, creative, media, research – come together to achieve great results?

Judges are asked to evaluate specific criteria in scoring a campaign's effectiveness. Judges provide a score for:

## SCORING CRITERIA

**Strategic Challenge + Objectives = 23%**

**Idea = 23%**

**Bringing the idea to life = 23%**

**= 70% of final score, equally weighted.**

**Results = 30 % of final score**

The judges' scores determine which campaigns are to be awarded a gold, silver or bronze Effie trophy. Each winning level – gold, silver, bronze – has a minimum score required in order for a finalist to be eligible for an award. Effie Trophies are awarded in each category at the discretion of the judges. It is possible that a category may produce one, two, three or four winners of any level or perhaps no winners at all.

**The finalists of the Effie Singapore 2009 Awards will be required to present their case at the 9<sup>th</sup> Singapore International Advertising Congress held on 27<sup>th</sup> & 28<sup>th</sup> May 2009. The winners will be presented with the Effie trophies after the presentation.**

## TEN REASONS FOR DISQUALIFICATION

The following will result in disqualification and entry fees will be forfeited.

- 1. Results not referenced.** All data presented must reference a specific, verifiable source. This could be advertiser data, agency research or third party research companies. We reserve the right to verify the accuracy of the data with the source named.  
  
Sources must be provided next to each piece of data or in clearly marked footnotes at the bottom of each relevant page of the entry form. Be as specific as possible in documenting all evidence; provide sources of data, research involved and the time period covered. Use the specific name of the company to reference a source except when the source is an Agency company (Ad, Media or Other agencies). For Agency companies only use the term "Agency Research".
- 2. Agency name published in the Entry Form or on the creative materials.** Effie is an Agency-blind competition — do not cite agency names anywhere in the entry form or creative materials. Do not Cite Your Agency name (or any other Agency — Ad Media or Other — names) as your reference source. If an agency is the source of your research, reference "Agency Research".
- 3. Not including examples of all creative materials discussed in the entry form and integral to the campaign on the 4-minute creative reel.** You must include at least one example of all creative detailed in the entry form and integral to the campaign's success on the 4-minute reel.
- 4. Including Results on the 4-minute creative reel.** You are not allowed to include results on the 4-minute creative reel. Refer to the creative reel instructions.
- 5. Logos, graphics or other creative materials present in the Entry Form will not be accepted.** (Note: Graphs and charts displaying data are acceptable.)
- 6. Color Fonts.** All text that appears in the Entry Form is to be in standard black font. Colored fonts will not be accepted, however graphs and charts CAN be presented in color.
- 7. Handwritten briefs.** All entries must be submitted in typeface of 10 point or higher.
- 8. Spacing guidelines ignored.** The official entry form is 7 pages, including questions 1-9. If you exceed the official number of pages, all additional material will be removed and will not be seen by judges.
- 9. Incomplete Entry Form.** You must fill out every section of the Entry Form.
- 10. Missing Translation.** Creative materials submitted for consideration that are not in English require translation.

## CREATIVE REQUIREMENTS

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

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

See below for specific instructions regarding the 4-minute video.

### To submit your creative:

1. Submit your 4-minute video (.mov or .swf or .avi) in a DVD
  - Subtitle or include written translation (on the translation page or the entry form) for all non- English creative materials
  - Do not include Results anywhere on the video
  - Do not include Agency name anywhere on the video
2. Mail One (1) hard copy of each Print Materials (i.e. print ads, direct mail etc.,) featured on the video to the IAS Office. Your print examples must be both included on the video and delivered to the IAS Office.

Print example should not be mounted. Size should not be larger than A3. Label the back of the print examples with campaign#, brand name, campaign title, type of print (magazine, newspaper, direct mail etc). Do not include Agency name on the print materials.

3. Submit 1 CD with your campaign image (jpg.jpeg, 300 dpi, 5MB), 90 word summary (.doc), entry form, credits form, Client Authorization Form and Payment Form. Label your CD with brand name and campaign title.

### Effie Singapore 2009 4-Minute Creative Reel Instructions:

Create a video up to four minutes long that best illustrates the work in the entry form. You must detail in your written case all communication touch points **integral** to the campaign's success. At least one example of each of these same communications touch points must be featured on the video. If time allows, you can include additional examples of specific creative materials.

You do not need to feature on the video all items in the communications touch points checklist, only those integral to the campaign's success that are mentioned in your brief.



## 2009 Awards Entry Kit

---

Your video must show complete commercials except where editing is necessary because of time (e.g. events, guerrilla marketing activities, sampling, etc.). You must include examples of your print, direct mail and other print items in the video. All print materials featured on the video must also be submitted in hard copy.

You can use editing features such as voiceover, text, etc., to better explain the work shown. Your explanation on video cannot include results.

### **Video Rules:**

- Four minute length max.
- Download into DVD as (.mov or .swf or .avi) files only, 40MB max.
- Include on the video at least one example of each creative described in your entry form.
- Include complete creative examples except where editing is necessary because of time constraints (e.g. events, branded content in TV or games, etc.)
- You must submit 1 hard copy of each print and direct mail piece featured on the video in addition to featuring these examples on the video.

Print example should not be mounted. Size should not be larger than A3. Label the back of the print examples with campaign#, brand name, campaign title, type of print (magazine, newspaper, direct mail, etc.) Do not include Agency name on the print materials.

### **Entries will be disqualified if:**

- At least one example of each creative material discussed in your entry form is not included on the creative reel
- Your Agency name (Ad, Media or Other Agency) appears anywhere on the creative reel or in the entry materials.
- Results are included anywhere on the video.

## **CREDITS REQUIRED FOR YOUR ENTRY**

Complete the Credit Form downloaded from the IAS website: [www.ias.org.sg](http://www.ias.org.sg)

**Please ensure spelling is correct; information you enter in the entry credits section will be considered final if your campaign is a winner** and will not be changed for any reason, including if agency and/or client experience a name change and/or merger after the entry deadline date.

The information you give in the credits section may be published and/or appear on recognition certificates. Visit the Winner's Showcase at [www.effie.org](http://www.effie.org) to see examples of how winner's company, individual and campaign summary credits are listed online.



## 2009 Awards Entry Kit

---

### **COMPANY CREDITS**

You are required to credit all main creative and strategic partners who contributed to the campaign. Space has been provided in the online entry area to credit six companies. You must credit the client and at least one primary agency.

### **INDIVIDUAL CREDITS**

Space has been provided to credit six (6) individuals. Please credit all main client and agency team members and make sure spelling is correct.

### **CAMPAIGN SUMMARY (Limit 90 words)**

If your campaign is a winner, your Campaign Summary may be published in the Awards program journal, on the IAS web site & for promotional purposes.

Submit this in a separate CD. Write at least three complete sentences (limit 90 words) summarizing the campaign and its goals. Indicate campaign objectives and how the evidence of results directly relates to those objectives.

### **TROPHIES**

Only two agencies and one client can be credited on the trophy awarded at the 2009 Singapore Effie gala. The client, primary agency and media agency will be listed on the Effie trophy. If you prefer to have a Contributing Agency listed on the trophy in place of the Media Agency, complete the "Contributing Agency" field and select "Also a Primary Agency".

Should your campaign win an Effie, we will provide **One** trophy to the first agency listed as the "primary agency".

If your campaign is a winner, you can purchase additional trophies with your choice of credited agency(s) listed.

### **CERTIFICATE**

If your campaign is an Effie winner, you will receive One certificate.

**Additional trophies and certificates can be personalized and purchased after the Effie Singapore gala.**



## 2009 Awards Entry Kit

---

### **EFFIE PUBLISHING POLICY**

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

**90 Word Summary:** The 90 Word Summary you submit for your campaign will be published on the website.

**Effie Case:** The Effie Awards offers entrants the opportunity to have their winning case published on the Effie Awards web site, and other web sites, and / or other publications as approved by the Effie Awards. Publication is at the sole discretion of the Effie Awards.

**You must indicate whether or not publication permission is granted for your winning case in the Publication permission area of the entry area.**

- If you select "no", we will publish the 90 word public summary you submit for your campaign and the creative material only.
- If you select "yes" you agree that the entry form for your campaign may also be published for educational and promotional purposes.

### **CONTACT**

Need help or Advice? Visit [www.ias.org.sg](http://www.ias.org.sg) or call 6220 8382  
or e-mail [jennifer@ias.org.sg](mailto:jennifer@ias.org.sg)

### **PACKING INSTRUCTIONS**

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

**Deliver all materials to:**  
**Institute of Advertising Singapore (IAS)**  
**15 Enggor Street, #07-01 Realty Centre**  
**Singapore 079716**  
**Tel: 6220 8382 / Fax: 6221 1106 / Website: [www.ias.org.sg](http://www.ias.org.sg)**

**For Each Effie entry you must submit:**

<b>ITEM</b>	<b>DETAILS</b>	<b>DELIVER</b>
<b>REQUIRED OFFICIAL EFFIE ENTRY FORM</b>	Questions 1-9 = 7 pages	10 sets, stapled together in the same order.
<b>4-MINUTE CREATIVE REEL</b>	4 minute video featuring all creative integral to your campaign.	One DVD: (.mov or .swf or .avi) 40MB MAX
<b>1 IMAGE OF YOUR CAMPAIGN</b>	1 image of your campaign for publication in the Effie Awards Journal	One DVD: (.mov or .swf or .avi) 5 MB MAX
<b>PRINT CREATIVE (Print, Direct Mail, etc. featured on your 4-minute video)</b>	Hard copy examples of any print pieces featured on your 4-minute video.	1 copy of each example (X) the # of examples featured on the video.
<b>CLIENT AUTHORIZATION FORM</b>	Print this out from the IAS website	1 copy with each ENTRY you submit.
<b>CREDIT FORM</b>	Print this out from the IAS website	1 copy with each ENTRY you submit.
<b>PAYMENT FORM</b>	Print this out from the IAS Website	1 copy with each ENTRY you submit.

Your entry is not considered complete unless all of the above materials arrive at the IAS Office by **5pm, Monday, March 23, 2009**. See Deadlines page in this kit if you need an extension for late fees and deadlines.

## FINAL CHECKLIST

**Please review to ensure you have completed all steps necessary to enter the Effie Singapore 2009 Awards:**

- You downloaded the Awards Entry Kit and read through thoroughly.
- You read the **10 Reasons for Disqualification** that are a part of this guide and made sure none apply to the entry form or creative materials you are submitting.
- You downloaded and completed the official Entry Form with your written case (questions 1-9, 7 pages).
- You downloaded and completed the Credit Form
  - you are required to credit all main strategic and creative partners.
- You downloaded and completed the Client Authorization Form.
- You downloaded and completed the Payment Form.

**Items for delivering to the Institute of Advertising Singapore (IAS):**

- 10 stapled sets of the completed Official Entry Form per entry, which includes:
  - The Official Effie Entry Form (questions 1-9, 7 pages)
  - Translation doc (1 page — required if your campaign is non-English)
- 1 DVD with the 4-minute video (.mov or .swf or .avi, 40MB max)
- 1 hard copy of each print (prints, direct mail etc)
- 1 CD with your campaign image (300 dpi, 5MB max) and 90 Word Summary
- 1 copy of the Credits Form
- 1 signed copy of Authorization Form
- 1 Payment Form (with details of cheque information)