
Global Effie® Awards

2007 Judge Insight Guide Comments from the 2007 Judges

This document was created to enable those seeking to win an Effie award the best chance possible in achieving that goal.

The information and statements made in this document do not represent the opinions of the Effie Awards organization, Board of Directors, Steering Committee, or staff – all comments and data presented are straight from the industry executives who dedicated their time to serve on a 2007 Effie Jury (www.effie.org/judging/juries).

In addition to reviewing this document, we encourage you to visit the Winners Showcase at www.effie.org to view the winning work and read the cases of recent winners.

We hope you find the information useful as you prepare your cases for the 2008 competition.

Below judges provide a sentence or two for entrants on what makes a great case.

- € Here are actual quotes from Effie judges:
- € Be concise and dynamic in both written and collateral material. Bring the entry to life as much as you did the idea that you are submitting. – **agency executive**
- € The judges are coming at this work fresh - so, give situation, objectives, insight idea, and tie results to both client objectives and consumer response - **CMO of apparel company**
- € A good case is easy to read and even entertaining. It clearly states the challenge and why it is/isn't hard. It succinctly summarized the insight and creative idea, but most important, it presents compelling results vs. just positioning or spinning the results. - **CMO of beauty/cosmetics company**

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- € Keep it simple; be clear on the source of results. - **VP of marketing for household supply product**
 - € Write with personality & humanity. Marketing speak does not enhance your case. - **agency executive**
 - € Tell me a story - don't write me a book - **agency executive**
 - € Make sure you tell an interesting and compelling story in your entry. There should be a plot, a bad guy and heroic results - **agency president**
 - € Make briefs short, concise, and rational. Avoid exclamation marks! - **agency executive**
 - € Don't over complicate, inflate or pad the story. Diverse media opportunities make it extraordinarily easy to get lost in execution. Show how it all goes together, rather than trying to get credit for checking all "the boxes" - **agency executive**
 - € Keep it seamless and tell a great story - **agency executive**
 - € Tell your story like you would to someone at a cocktail party - **agency executive**

We asked the USA and Global Effie Judges: What makes a great written brief?

Frequently mentioned points were:

- € Short and to the point
- € Clear, focused and enjoyable to read
- € Clarity over cleverness
- € Measurable objectives and pre-stated metric
- € Insightful, entertaining, but the insights need to be probing
- € Concise strategy, linkage between challenge and ideas, execution and results
- € Insight into the problem
- € No spelling, grammar error
- € You can quickly understand the nature of the challenge, the big idea
- € You should get it without ever seeing the creative

Comments from judges on the quality of the entire case submitted:

How would you rate the overall quality?

- € A good mix – not all served up well/clear
- € Mostly good but could be more concise
- € Inconsistent business cases made

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- € Proof that Advertising did the work was often missed!
 - € Basic flaws – writing clarity, disqualifications, & over attribution to advertising
 - € Poorly written, lacking clear chain of logic and most importantly no business case proved
 - € Weak objectives, shabby proof, not engaging, no “business” objectives.
 - € Lack of time is evident. Lack of clarity given to thought/case structure.
 - € + strong background, - lack of detailed results
 - € Lack of rigour in argument & connection of objectives with results
 - € Out of the ones I judged none was consistently good ... each case was lacking at least 1 “big” thing.
 - € In most cases, unable to appreciate the “integrated-ness” of the whole marketing and communications mix

Overall

How were the lower scored briefs lacking?

- € Lacking in strategic creative idea
- € Inconsistencies between objective and approach
- € Not articulating the big idea with big idea section
- € Little info on target or competition

What makes a great written brief?

- € clarity; good storyline told in the fewest possible words; clear results
- € clear articulation of the challenge, and intensity of the challenge
- € Articulation of the exact objective, and specifically how it was researched
- € Rigor – towards business objectives, articulation of idea, results and storytelling.
- € adding more competitive info
- € Improving the competitive scenario (at least with the direct competitors)
- € Provides competitive context as well as impact of other variables.
- € Prompt to explain both business results and how communications helped it
- € Storytelling was generally good but authors need to be more self-critical, anticipate judges' skepticism

Strategic Challenge + Objectives

How were the lower scored briefs lacking?

- € Objectives not always clearly stated

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- € Many forgot target audience information
 - € Not as concise or as clear as they should be
 - € Some had very weak objectives
 - € Some very measurable some very generic

What would you like to specifically see in this section?

- € “What is the problem you are trying to solve?” & back up with evidence
- € Better description of pre-existing market and brand/business conditions
- € Measurable is key. Stated goals not open ended.
- € Excite me about the issue – don’t just write a term paper
- € More consumer info. Unique Insights
- € There should be clear connection between where you want to go and how you got there
- € Clear concise statement of the problem. Stated metrics on results
- € More on what makes specific challenges unique to those individual brands

Idea

How were the lower scored briefs lacking?

- € Ideas were not always clearly linked to solving the challenge
- € Many didn’t have an insight only an advertising idea
- € Some people confused insight with execution
- € Often too wordy, lots of irrelevant content

What would you like to see in this section?

- € What is the big insight
- € Usable across different media/channels, not just TV
- € More details on where the insights came from
- € How it answers the problem and speaks to the audience
- € Cut to the chase on the big idea
- € How insight lead specifically to the essence of the idea
- € Needs to be expressed in one sentence, include how the product and target insight work together via creative

Bringing Idea to Life

How were the lower scored briefs lacking?

- € (The Creative materials submitted) Don't support the cases properly.
- € Some inconsistencies in message
- € Most focused almost exclusively on creative very little media
- € Media strategy for the most part not stated
- € Many campaigns were disconnected from the idea

What would you like see in this section?

- € Better integration of insight leading to media choices and creative solutions to both creative and media
- € More focus on media insight
- € More cross-channel pushing of idea
- € How it all worked together
- € How agency made the idea real

Results

How were the lower scored briefs lacking?

- € Often time data was given that did not support the goal or presented in a way that proved growth
- € Some hard to judge with so much internal data
- € A few needed more clear explanation and link to original objectives
- € Some were not deep enough, using sources that were merely in-house

What makes for great results?

- € Holistic: PR, internet hits, etc.
- € Not just sales, how did it effect the overall Brand
- € Clear improvements vs. prior period, addressing potential objection factors (pricing?) in submission
- € Actually addressing the objectives set forth
- € Real numbers - sales data, benchmark data, etc. Quotes are nice but not the indicators
- € Precision + dramatic change
- € Clear, unbiased results
- € Clear external research
- € Rock solid evidence

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- € Puts the objectives in context so results can be judged
 - € Results clearly tied to communication