

CALL FOR ENTRIES



2008 Asia-Pacific Effie® Awards

CALL FOR ENTRIES

“...our craft is divided into
– poets and killers. Poets be
overcomes all obstacles. Killers
and breaking through are ma
But if you look at the true gre
Bernbach to Hal Riney to David
poet and killer – and did the
The kind that works.”

to two great schools

believe that beauty

is believe that USP's, strategies,

are more important than creativity.

is the heart of our business, from Bill

and Ogilvy, they're all a blend of

every kind of work the Effies honor.



*Steve Hayden, Vice Chairman
Ogilvy & Mather*

EVERYTHING YOU NEED TO KNOW BEFORE YOU ENTER

Introduced in 1968, Effie® awards ideas that work; it's the global benchmark for creative effectiveness.

Effie celebrates effective campaigns – those that met or exceeded their objectives, as demonstrated by strong storytelling and persuasive evidence. Winners successfully combine all the disciplines that enter into a marketing program: planning, media, creative, market research and account management.

And they demonstrate client/agency partnership in the creation, management and building of a brand. As a result, Effie has become THE award to win in 35 countries on five continents.

Effie also honors effective trans-border campaigns with the Global Effie and Euro Effie Awards.

And now, building on the success of country-level programs in China, Hong Kong, India, New Zealand and Singapore, the Asia-Pacific Effie allows effective campaigns from the entire Asia-Pacific region to compete head-to-head. Which means that those who win an Asia-Pacific Effie will truly be able to say their work has been judged to be the very strongest Asia has to offer.

The Asia-Pacific Effie Awards are organized and managed by the Institute of Advertising Singapore (IAS) as the official licensee by the New York American Marketing Association, and in partnership with Effie organizers in China, Hong Kong, India and New Zealand, and is supported by the Advertising Federation of Australia. Effie® and the E logo are registered trademarks of the New York American Marketing Association and are under license to IAS. All rights reserved.

WHO SHOULD ENTER?

If your work ran in Singapore, China, Hong Kong, India or New Zealand

Any 2007 Effie-winning campaign – Gold, Silver, or Bronze – may be submitted, and we strongly encourage all winners to participate. Your entry will receive privileged status and automatically qualify for Final Round judging. No other entries from these countries are eligible to compete in the 2008 Asia-Pacific Effie program. See **How to enter** below for important additional details.

If your work ran in Australia

Any 2007 AFA winner may be submitted, and we strongly encourage all such winners to participate. Your entry will receive privileged status and automatically qualify for Final Round judging. No other entries from this country are eligible to compete in the 2008 Asia-Pacific Effie program. If you're thinking about entering, we strongly encourage you to visit www.effie.org first and especially to read the previous Effie-winning cases posted there to get a feel for the process and what it takes to win. (You can also find three recent Gold winners from the US at www.ias.org.sg) See **How to enter** below for important additional details.

If your work ran in any other country in Asia-Pacific*

Any campaign that you can tell a great results story about should be considered. Specifically, any campaign that ran between **1 January and 31 October 2007** may be submitted, though your entry may not include results for more than 12 consecutive months within this timeframe. For example, an entry for a campaign that launched in May 2006 can't include results past the end of April 2007.

Campaigns must utilize at least one of the following media: Internet advertising, Out-of-home/Outdoor Advertising, Print, Radio or Television. One or more of the media must be the primary driver of the results stated in the Evidence of Results section of the entry form. Campaigns produced by multiple parties (for example, where an advertising agency worked with a media partner) are strongly encouraged. The submissions should be made jointly, crediting each contributing party.

We strongly encourage entrants from these countries to visit www.effie.org and specifically read the previous Effie-winning cases posted there to get a feel for the process and what it takes to win. (You can also find three recent Gold winners from the US at www.ias.org.sg)

*Bahrain, Bangladesh, Bhutan, Cambodia, Indonesia, Japan, Korea, Kuwait, Laos, Malaysia, Myanmar, Nepal, Philippines, Saudi Arabia, Sri Lanka, Taiwan, Thailand, United Arab Emirates, Vietnam

WHAT IT TAKES TO WIN

The Asia-Pacific Effie Awards identify and celebrate campaigns that have met or surpassed their goals. Within this, the written Brief of Effectiveness 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.

Reviews of previous Effie winners have shown that they are:

Direct. They present their story in an easy-to-follow style with a minimum of hyperbole. The word 'story' here is important: judges have limited time to read each entry, so those that grab and hold the judges' attention will get the reading they deserve. Others may not.

Persuasive. Many first-time competitors make the fatal mistake of assuming that their story and their results speak for themselves. They don't. Your job as the author is to present a well-argued case, a bit like a lawyer does in court. This means convincing judges that your thinking was smart, rather than simply saying it was smart.

Concise. You have about 1500 words to tell your story, so choose them well. And make sure they fit within the space provided in the form. Entries with text that exceeds the spacing restrictions will be disqualified. No exceptions.

Grounded in relevant context. Effie judges are smart, senior, experienced people – but that doesn't mean they know your product category, your brand's situation, or the idiosyncrasies of your market as well as you do. The context in which you present your challenge, objectives and results is what helps the judges both appreciate the difficulties your brand faced and better gauge the scope of what you achieved.

Clear and easy to read – in both content and form. Cases should read as if they were written for an audience of intelligent, somewhat skeptical human beings – after all, that's who's going to be judging. Also, bear in mind that judges may reduce scores on entries they find to be exceptionally difficult to read. Do not use any type sizes smaller than 10 points. It's too hard on the eyes.

ADDITIONAL TIPS

It seems obvious, but be sure to complete each section of the entry form. Leaving any section blank will result in disqualification of your entry. But it's not just about filling the space – judges have been known to mark severely entries they felt didn't do justice to the questions posed in the brief. So this tip also means: answer completely.

Make sure your campaign's results link directly to your stated objectives. If you had a sales objective, the judges will expect to see a sales result. Additional or 'bonus' results not tied to objectives (e.g., winning a creative award) can help convince judges your campaign was strong but will **not** make up for a lack of business results.

Creative materials must directly relate to your strategic objectives and results, as described or outlined in the Briefs of Effectiveness. The selection of which creative examples to include in your entry should not be made hurriedly or casually. It's really only worth including the best examples, meaning those that best deliver on your creative idea and those that most drove the business outcome, even if those may not be the sexy TVC's. Similarly, there's not much to be

gained by submitting six examples (e.g., poster, DM piece, print ad, etc.) of exactly the same headline.

Be sure you understand the judging process (detailed below) and how the various elements in the Brief of Effectiveness are expected to link together. Entries that read as if the various answers have nothing to do with each other will be scored accordingly.

Don't wait until the last minute to complete your entry. The more time you give yourself, the more time you'll have to be self-critical. After all, this is a competition – you must assume your counterparts at the other agencies are just as smart as you and their work just as good as yours. The difference between your entry and theirs may well come down to the time you put into making your argument more persuasive.

It's also a great idea to get a few people not involved with your campaign to read and reality-check your entry before you submit it. And please, proofread your entry carefully before sending.

HOW YOUR ENTRY WILL BE JUDGED

Your entry will be read and judged by some of the region's most experienced (and most critical) business leaders – regional planners and creative directors, regional agency heads, client marketing 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 Asia-Pacific Effie competition is about effectiveness. How did the various campaign components – strategy, creative, media, research – come together to achieve great results?

Judges will provide a score for each of the following elements. These elements will have equal weight and total 60% of the final score:

Background/Strategy

Marketing background (including the key background on your market that the judges might not be familiar with); marketing challenge; campaign objectives; strategy; audience insights and description

Creative

The Big Idea; link to strategy; quality of execution

Media

Media strategy; link to background and marketing strategy; how the media strategy and insights influenced the media vehicles selected or created; how the media strategy relates to the creative idea.

The remaining 40% of the score is based on your Evidence of Results. Entrants are encouraged to detail all the elements contributing to their campaign's effectiveness in their entry form and to consider other factors that could have contributed to the reported results. Judges will evaluate all these elements and factor them into their final score.

GOOD LUCK!

HOW TO ENTER

If your work ran in China, Hong Kong, India, New Zealand and Singapore

Gold, Silver and Bronze winners from 2007 national Effie competitions should enter by re-submitting your cases, in English, using the Brief of Effectiveness form that's part of this brochure. No other entries from these countries will be allowed.

Be sure to follow all instructions carefully, including those covering the format of your creative submission. Creative work not produced in English must be accompanied by an English translation.

Please note that while this new form requires you to submit some additional background information on your market, you are not allowed to update your previous winning results in any way. We will be reviewing all entries against the original winning submissions to verify that no new results are being reported. Any violation will result in the entry being disqualified and the entry fee being forfeited. There will be no exceptions.

If your work ran in Australia

All 2007 Advertising Federation of Australia (AFA) winning cases are eligible for submission. Authors must use the Brief of Effectiveness form that's part of this brochure. No other entries from Australia will be allowed.

Be sure to follow all instructions carefully, including those covering the format of your creative submission.

Please note that you are not allowed to update your previous winning results in any way. We will be reviewing all entries against the original winning submissions to verify that the no new results are being reported. Any violation will result in the entry being disqualified and the entry fee being forfeited. There will be no exceptions.

If your work ran in any other country in Asia-Pacific*

Use the Brief of Effectiveness form that's part of this brochure. Be sure to follow all instructions carefully, including those covering the format of your creative submission. Please note that all Briefs of Effectiveness **must be in English**, and all creative work not produced in English must be accompanied by an English translation.

*Bahrain, Bangladesh, Bhutan, Cambodia, Indonesia, Japan, Korea, Kuwait, Laos, Malaysia, Myanmar, Nepal, Philippines, Saudi Arabia, Sri Lanka, Taiwan, Thailand, United Arab Emirates, Vietnam

DANGER OF DISQUALIFICATION

Please pay close attention to the following, because making any of these mistakes will result in your entry being disqualified, and you'll also forfeit your entry fee. You don't want that to happen, and neither do we, but these rules apply to every Effie competition worldwide, so we can't make exceptions.

Mentioning your agency's name anywhere in the entry form or creative materials

The agency name should be omitted from all materials that will be viewed by the judging panel, including the Brief of Effectiveness and all creative submissions.

Not referencing a source in Evidence of Results

All data, whether client-supplied, agency research or third-party data, must reference a specific source. Agency names should not be mentioned. If your agency is the source of your research, source your data as 'Agency Research'. We reserve the right to verify the accuracy of your data with the source named.

Including creative or pictorial elements in the Brief of Effectiveness

Logos and other creative/pictorial/decorative elements present in the Brief of Effectiveness will not be accepted. The only exception is for graphs and charts used to support your evidence of results.

Using colored type

All text that appears in the Brief of Effectiveness MUST be in standard black. Colored fonts will be accepted only when used within a graph or chart.

Submitting handwritten entries

All entries must be submitted in typeface.

Ignoring spacing guidelines

Your story must fit within the space provided. No exceptions.

Submitting an incomplete Brief of Effectiveness

All sections must be completed; that is, you must answer all the questions posed in the Brief.

Failing to include translations

All creative materials not originally produced in English must be accompanied by an English translation. All Briefs of Effectiveness must be submitted in English.

WHICH CATEGORY TO ENTER?

Choose one of the following broad categories for your entry. If you're not sure, or if you don't see your product category listed here, contact us and we'll try to help (details on the last page of this brochure).

If yours is a corporate- or brand-image campaign, enter it in the product category that's closest. Campaigns may be entered in only one category, and IAS reserves the right to re-categorize your entry or to split/merge categories if necessary.

Food and beverage

Includes all packaged foods, soft drinks, bottled water, alcoholic beverages (including all spirits, beer and wine), snacks, candy, confectionery, diet/slimming foods

Non-food FMCG

Health and personal care items (soap, shampoo, toiletries such as deodorants, toothpaste, fragrances); all non-food remedies, medicines, traditional remedies and wellness items; all household supplies such as cleaners, washing powders/detergents, paints; tobacco products

Consumer durables

All appliances, electronics (including mobile handsets, computer equipment and/or related software for personal use), luxury items (including jewelry and watches), automobiles (and other personal transport such as motorcycles) and accessories; all apparel; sporting equipment; real estate

Consumer services

Telecom services intended for consumer use including internet and wireless; general retail and e-tail; all financial services (including banking, credit cards, insurance, investments), all travel/tourism/destination services (including airlines, railways, spas, amusement parks, hotels); medical services; entertainment and media; education; all restaurants

Business services

Consulting services, express delivery, IT/computer equipment and/or related software for business use, business-to-business, document services

Pro-bono/government/cultural/issue campaigns

All government and/or social services, social causes, arts/museums, cultural preservation and/or awareness; all non-profit organizations

ENTRY DEADLINES AND FEES

Entries must be received by close of business on **9 November, 2007**. The entry fee is US\$500 per campaign, payable by cheque made out to the **Institute of Advertising Singapore**. Entries will not be accepted if they are not accompanied by full payment or if they are incomplete in any way. Requests for extensions will be considered, but any entry arriving after **9 November** must be accompanied by an additional fee of US\$100. No entries will be accepted after **16 November**.

There will be no exceptions, and IAS reserves the right to refuse any entry at any time.

The announcement of the 2008 Asia-Pacific Effie Award winners and the presentation of the trophies themselves – Gold, Silver and Bronze – will occur at the inaugural World Effie Festival in Singapore, 29 February 2008. Effie trophies are awarded wholly at the discretion of the judges. Awards may not be given in every category.

SUBMITTING YOUR ENTRY

Entrants must send the following materials to IAS via mail. **We strongly recommend using a recognized express delivery service:**

- >> Three (3) copies of the Brief of Effectiveness
- >> Three (3) copies of the Summary and Credits, checklist and Awards Entrant Information
- >> One (1) electronic copy of the Brief of Effectiveness
- >> Three (3) copies of any hardcopy creative materials, as indicated on the Creative Checklist
- >> One (1) DVD containing all the creative materials (with print pieces in at least 300 dpi, hi-resolution)
- >> Full payment

A campaign is not complete until all of the above materials have been received by IAS office. Campaigns received after **3 P.M. Friday, 9 November 2007** will be considered late.

The address for shipment is:
Institute of Advertising Singapore
#07-01 Enggor Street, Realty Centre
Singapore 079716
Attention: Ms Jennifer Goh / Ms Yan Hui Keok

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

If you would like to submit one cheque for multiple campaign entries, you must attach a letter listing each campaign (Campaign Title and Brand) with each cheque.

EFFIE PUBLISHING POLICY

The Asia-Pacific Effie Awards program offers entrants the opportunity to have their winning entries published on the Effie Awards and IAS website (see Publication of Your Winning Entry on pg 26). Creative materials become the

property of IAS and will not be returned. IAS is granted the right to make copies of selected creative materials for educational and publicity purposes.

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.

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 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>Television Commercials</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. Agency name cannot be mentioned on DVD submitted or campaign will risk disqualification. 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>			

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>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>Radio Commercials**</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>Print Advertising**</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>			

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>Direct Mail Piece** 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>Point-of-Purchase Display** 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>Outdoor Advertising** 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>			

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>Internet Advertising</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.

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)

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:

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:

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."**

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**

QUESTIONS? NEED MORE INFO? CONTACT US!

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

**Call Jennifer or Yan
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