



**effie** AWARDS  
EUROPE





# entry form & requirements

## creative reel

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### PURPOSE OF THE CREATIVE REEL: TO PROVIDE JUDGES WITH EXAMPLES OF THE CREATIVE WORK THAT YOUR AUDIENCE EXPERIENCED.

#### CONTENT

-  At minimum, 70% of the reel must be examples of creative work the audience experienced.
-  Label each creative example by type of media (TV spot, Radio spot, etc.).
-  No results (of any kind) may be included.
-  4-minute maximum (5-minute maximum for Sustained Success submissions)

The creative reel should showcase the creative that brought the big idea to life. Judges are often frustrated when reels do not show enough examples of the creative work and too much time is spent re-telling the story told in the written case study.

Judges are required to read the written case before viewing the creative reel, so it is not necessary to repeat your written case. Any set-up or explanation may not interfere with the judge's ability to review sufficient examples of your creative work. Creative and communication elements submitted must directly relate to your Strategic Objectives and Results outlined in the written form and must have run in the marketplace.

You do not need to feature all items selected in the communications touchpoints checklist, only those integral to the case's success that are explained in your written case. Points will be deducted if the importance of print ads, for example, is mentioned in the written case, but not demonstrated in the reel. Alternatively, creative elements that are shown in the reel, but not outlined in the written case are cause for down scoring. The creative reel should complement your response to Question 3.

Because the judges read the written case first and the focus of the reel is on the creative work, no results – hard or soft - may be included in the creative reel. Judges are aware that results are not allowed in the reel and express frustration when entrants submit reels with statements that reference results.






**“The creative reel should showcase all of the work that I've just read about and want to see. I'd rather clearly see the different executions over hearing setup.”**

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## DO NOT INCLUDE

-  Results of any kind – including numbers of social media likes, followers, etc.\*
-  Competitive work or logos
-  Agency names, logos or images
-  Any stock music/images that will cause confusion for judges with how your work ran in the marketplace. Any stock music/images that did not run in the original creative that you do not have the rights to include.
-  Editing effects that cause confusion with how the work ran in the marketplace, e.g. music or voiceover added on top of TV spots.

## MUST INCLUDE

-  At least one complete example of each of the integral communications touchpoints mentioned in the written case (question 3)\* - includes any type of work (print, radio, web, OOH, TV, etc.)
-  If time allows, additional examples of specific creative materials
-  Translation for non-English work

\* You may edit down video clips longer than 60 seconds when it is necessary to do so in order to show other examples of your work. However, you should showcase as much of the example as you can to give judges a clear understanding of what your audience experienced.

Any video elements 60 seconds or shorter must be shown in full.

## STOCK IMAGES & MUSIC THAT DID NOT RUN IN YOUR CREATIVE WORK

Do not add music/stock images that did not run in your original creative work to your reel unless you secure the rights to include those supplemental materials.

Effie Worldwide is a 501(c)(3) non-profit educational organisation that shows the work for educational purposes of honoring effective marketing communications ideas and the successful teams (client and agency) creating them. In regards rights/licensing for talent/music that ran as part of the original creative work, we recommend that entrants talk to their company when entering about the policy for entering award shows – most award shows have the same requirements as Effie does, and this can help resolve any questions. As long as elements featured on the reel are the work for the campaign/effort you are entering, you should not run into an issue with rights/licensing.