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THE AOTEAROA EFFIE AWARDS IN ASSOCIATION WITH TVNZ – ENTRY FORM

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| ENTRY ID |  |
| ENTRY TITLE |  |
| CLIENT |  |
| PRODUCT |  |
| FIRST MEDIA APPEARANCE DATE |  |
| **CATEGORY** | A11. International Marketing |
| **CATEGORY DESCRIPTION** | The intent of this category is to recognise campaigns that run in other countries but are designed to generate financial, sales or other results in New Zealand. It recognises marketing campaigns for New Zealand based organisations that were developed here in New Zealand but have run in other countries, but with the specific and sole intent of generating results in New Zealand. These campaigns have generated demonstrable results and paid back here in New Zealand which they can connect to work that ran outside New Zealand (the work can also have run in New Zealand, but that is not an eligibility requirement for this category).  *Examples of the types of work eligible could include:*   * A New Zealand based e-commerce site that markets in multiple countries but that manages the sales process from New Zealand and revenue comes directly to New Zealand. * Inbound tourism campaigns that ran in other countries e.g. Australia, that can demonstrate results in New Zealand as opposed to results in Australia. This could include things like increased visitor numbers, increased spend, regional uplifts, average spend per tourist etc.   (NOTE - In the case above, campaign results in the country the campaign ran in e.g. Australia, would be classed as outbound tourism and are not eligible for inclusion in the New Zealand entry paper. They can only be entered in the Effie programme of the country the campaign ran in (Australia), should you choose to do so.)  NB: Specifically excluded from this category are New Zealand brands that sell products in other countries where the revenue remains with a local subsidiary or distribution partner, even if the campaign was developed in New Zealand. **If you are considering entering this category for the first time, please contact the Convenor of Judges prior to developing your entry to ensure you are eligible.** |
|  | **WORD COUNT: 2500 MAX** |

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| 01. | **CASE SUMMARY [0%]**  Please write a brief summary of the case study and results not exceeding 90 words. |
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| 02. | **WHAT WAS THE CHALLENGE AND WHAT WERE THE OBJECTIVES? (15%)**  What was the market context, what was the strategic challenge the client faced, what was the creative challenge the agency was set, and what were the short and long-term objectives that were set for the campaign? |
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| 03. | **WHAT WAS THE STRATEGIC THINKING THAT INSPIRED YOUR BIG IDEA? (15%)**  What was the insight or insights identified as key to unlocking the solution? How and why did the strategic thinking address the objectives set? |
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| 04. | **WHAT WAS YOUR BIG IDEA [10%]**  State in one sentence. What was your core idea that drove your effort? Consider ‘idea’ in the broadest sense, ie. ranging from communication-based to the creation of a new service or resource. The idea should not be your execution or tagline. |
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| 05. | **WHAT WAS THE CREATIVE EXECUTION AND HOW DID IT BRING THE BIG IDEA TO LIFE? [15%]**  Describe how the creative solution helped the idea break out of the category and resulted in unexpected solutions. |
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| 06. | **WHAT WAS THE COMMUNICATIONS STRATEGY? [10%]**  Outline the media and communications thinking and strategy that brought the creative solution to life in the most powerful and relevant way for the target audience. Include all significant touchpoints and channels in this section. |
|  | Please type here.. |
|  | List all supplementary consumer communications touch points used in this campaign (the touchpoints that were not central to the campaign). |
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| 07. | **WHAT WAS THE $ SPEND? [0%]**  Outline the media and production spend on the campaign within the campaign period. Use actual spend rather than rate card. In the case of donated media please list the rate card value separately from the bought media spend. | |
| Media Spend (if applicable): | Please type here.. |
| Outline the media spend in relation to competition and versus last year: | Please type here.. |
| Creative Production Spend: | Please type here.. |

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| 08. | **WHAT OTHER MARKETING EFFORTS WERE USED IN CONJUNCTION WITH THIS CAMPAIGN? [0%]**  List all other marketing or communications programmes not considered part of this campaign, that may have also affected the results e.g. coupons, sales promotion, planned PR, sampling, direct response, point-of-purchase, etc.  Indicate the extent to which any revised pricing, distribution or promotion programmes also affected the results.  Any marketing communications that contributed significantly to delivering an integrated campaign strategy and results should be described elsewhere in the entry form and any relevant contributing partners acknowledged in credits separate to the entry form. |
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| 09. | **WHAT WERE THE RESULTS? [35%]**  Outline the results achieved by the campaign against the short and long-term objectives set, provide conclusive  proof that it was the campaign that drove the results.  In this section, the judges will be looking to see a clear cause and effect between the communication activity and business performance over time. Show the compelling evidence that will convince even the most cynical finance director. They will be awarding points on the following basis:   * Overall achievement against objectives. Clear proof that objectives established in earlier sections have been achieved. Judges will be seeking quantified results. Demonstration of ROI is helpful. [15%] * Clear demonstration of long term results beyond 6 months [5%] * Convincing proof that the results were a direct consequence of your campaign, the inarguable evidence. [15%]   **Please Note:** All results must be sourced to be judged; any unsourced results will not be taken into consideration. |
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| 10. | **THIS SECTION IS ONLY TO BE COMPLETED IF THIS CAMPAIGN WAS PREVIOUSLY ENTERED IN 2022 [0%]**  We welcome campaign entries in consecutive years, but the entrant must demonstrate material differences in the entry; e.g. additional results reflecting the benefit of long-term campaign building; shifts in targeting or campaign execution that delivered fresh outcomes, etc.  If this campaign was also entered last year, please outline what you have learned from being in market and how this has influenced the campaign’s evolution. |
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