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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** | C1. Effective Marketer of the Year |
| **CATEGORY DESCRIPTION** | This award celebrates clients who champion effectiveness. Open to clients who have entered Effie cases within the last 3 years and can demonstrate a culture and commitment to advertising effectiveness. The entry can be jointly submitted by the advertiser and the agency/agencies.  NOTE: Previous entrants may update prior submissions if they wish, noting the eligibility period. |
|  | **WORD COUNT: 1500 MAX** |

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| 01. | **CASE SUMMARY [0%]**  Please write a brief overview of why the entrant would be a worthy winner for Effective Marketer of the Year. |
|  | Please type here.. |

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| 02. | **PROOF OF ADVERTISING EFFECTIVENESS OVER THE PAST 3 YEARS? (30%)**  Provide a brief summary of Effie cases entered and awards won during June 2019 - June 2022 including Finalists and any other relevant awards in effectiveness over the same period. |
|  | Please type here.. |

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| 03. | **INTERNAL CULTURE OF ADVERTISING EFFECTIVENESS (30%)**  Describe how you champion effectiveness internally:   * How do you build a culture of effectiveness within your organisation? * How do you balance short term tactical activity with longer term marketing communications strategy? * How do you promote the role of marketing to senior management layers including C Suite? * What training and development and processes do you put in place to ensure the marketing team is driving effectiveness through all aspects of the organisation/brand? * How do you ensure that fear of failure doesn’t inhibit innovation? |
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| 04. | **EXTERNAL CULTURE OF ADVERTISING EFFECTIVENESS (30%)**  Describe how you champion effectiveness with your agencies:   * How do you develop a collaborative approach with agency partners aligned around effectiveness? * How do you encourage innovation and creativity? * How do you share success and failure with your partners in a constructive manner to build resilience and iterative learning? * How do you celebrate and reward success? |
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| 05. | **JUDGE’S DISCRETION (10%)**  The remaining 10 points will be at the discretion of the judges and will be awarded for four important but unquantifiable qualities:   * Creativity of the campaigns * Courage to try new ideas in pursuit of higher rewards * Commitment to raising the bar * Consistency of behaviours over time |
|  | No completion is required here. |