



2011

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awards
mena



Started in 1968, Effie awards **Ideas that Work** — the great ideas that achieve real results and the strategy that goes into creating them

2011 COMPETITION

GMR HISTORY

- ❖ In 2004, as part of Gulf Marketing Review's 10th anniversary celebrations, we launched the Gulf Effectiveness in Marketing Awards – GEMAS in the GCC region.
- ❖ To applaud and encourage best practices in marketing within the GCC.
- ❖ With firm emphasis on marketing achievement demonstrated through measureable results, the GEMAS became one of the highly coveted accolade among regional and global companies operating within the Middle East.

Effie: Entries Timeline

MENA Region	Due Date	Fee
On-Time	September 29	\$275.00 per entry
Extension	September 30 - October 6	\$400.00 per entry

Effie: Judging Timeline

Judging, MENA Region

Round One

October 2011

Round Two

November 2011

Top 15 Finalists Announced

November 3, 2011

Awards Ceremony

November 24, 2011

Any & all forms of consumer engagement
and marketing communications are eligible

ELIGIBILITY

Marketing Period

- ❖ Entries must be for a single brand idea
 - ❖ The effort must have run between **July 1, 2010 to July 31, 2011** in all countries submitted.
 - ❖ Entrants can enter same work into multiple categories as long as it fits the criteria of the different category.
- Exception:** New Product & Service entries can only enter the New Product or Service category

Show the **how-when-where** you connected
with your **target**

Requirements for Creative Assets

Creative Reel Basic Requirement

The creative reel should **showcase** the creative elements that brought the big idea to life.

- ❖ This is not a video of your written case. (We want the videos to focus on showing the creative examples, and not on explaining question by question the case study)
- ❖ Reel must include at least one example of each communication touch point they describe as integral to the case in the “**Bringing the Idea to Life**” section of the written entry form – where the creative and media strategies are outlined.
- ❖ Entrants must show complete examples of the work except where editing is necessary for time purposes (e.g. they must show complete 60 second TV spot, not the best 10 seconds but they can edit down a 30 minute event to a relevant snippet and explain on the video that it is a snippet of a longer event)
- ❖ Elements must have run in the marketplace.
- ❖ Elements must directly relate to your Strategic Objectives and Results.

Creative Reel

Editing features can be used (i.e. voiceover, text, etc.)
to better explain the work shown.

- ❖ Do not include any music or image that you do not have the right to use as this could give the impression that music ran as a part of the banner or, as an overlay to a TV commercial, where it would obscure the commercial.
- ❖ Stock music and images are allowed, but cannot cause confusion with how your work ran in the marketplace.
- ❖ Reel cannot include results and will automatically be disqualified. Results like verbal announcements of how many units sold or sales charts, etc are not allowed.

Mandatory Reel Specifications

❖ Creative Communication Reel

- ❖ 4 minute Maximum
- ❖ Quick time (.wmv), .(mov) or Flash Video file (.flv)
- ❖ Minimum resolution 452x339
- ❖ 50MB Max
- ❖ Include subtitles or written translation (attached to entry form) for all non-English elements

You can view the winning example to give you better idea:

<http://www.effie.org/winners/showcase/2010/3956>

Mandatory Reel Specifications

❖ Case Image & Examples of your Work

- ❖ Once case image that best represents the essence of the case

- ❖ **Two Examples of Your Work** featured on the 4-minute video that judges would benefit from seeing as a still image (i.e. text on a magazine, internet web page, direct mail piece)

 - ❖ Jpg/ jpeg file

 - ❖ 300 dpi

 - ❖ 5MB Max

 - ❖ pdf – if it is a document file

❖ Logos

- ❖ 2 logos (client and agency)

 - ❖ .ai (hi-resolution)

 - ❖ .eps (hi-resolution)

To be entered in the competition, all parts of the entry must be submitted **electronically**

ENTRY PROCESS

7 Steps to Upload Online

Step 1: Create an account online and enter entry details.

Step 2: Download Entry Kit.

Step 3: Upload all entry files – includes your written case, 4-minute video, **three** images (.jpg), **two** company logos (.ai/.eps hi-res format)

Step 4: Provide Media Details for your case. These must match the media details on your written entry form.

Step 5: Provide company and individual credits & contact information.

Step 6: Agree to the competition rules

Step 7: Submit & Pay

(entries must be accompanied with full payment in order to get processed.)

Incomplete entries will not be processed until complete, which will affect your official entry date and fee.

All judging panels consist of professionals from all disciplines: both **agency & client** side

JUDGING

JUDGING PROCESS

Round One:-

- ❖ Entries are judged on a **stand-alone** basis without comparison to other entries in a category.
- ❖ Each entry is reviewed by at least 5 judges.
- ❖ The entry form, **uploaded** video & images are reviewed and scored on a **personal screen**.

Round Two:-

- ❖ Finalists are judged within their category.
- ❖ Each finalist is reviewed by at least 12 judges.
- ❖ The entry form, uploaded video & hard copies are reviewed and scored on a central screen

SCORING

- ❖ Judges are asked to evaluate specific criteria in scoring a case's overall effectiveness:

+ Strategic Challenge	23%
+ Idea	23%
+ Bringing the Idea to Life	23%
+ Results	30%
	<hr/>
	100%

- ❖ Scoring is done anonymously & confidentially.

WORDS OF WISDOM

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EFFIE: DO'S

- ✦ **Be direct & concise.** Present your story in an easy-to-follow style. Make a clear link between the **Strategic Challenge**, the **Objectives**, **Big Idea**, the creative executions and **Results**.
- ✦ **Submit** much stronger written cases (briefer, better outline of facts, better defense of the effectiveness, etc.) we want entrants to understand that this written case is where their time is best spent, not the video. The video can just be a straight showing of the work
- ✦ **Know the rules.** Review the **8 Reasons for Disqualification**
- ✦ **Identify the competitive landscape.** Be sure to provide a clear picture of the marketplace situation.
 - + Explain the challenges of your marketplace and define success in the category.
- ✦ **Source your data & results.** Provide a specific, verifiable source for all data, claims, facts.
 - + Also provide **context for data** (i.e. vs. prior year, vs. competitors, vs. past year's media spend, etc.)

EFFIE: DON'TS

• Objectives

- Retrofitting objectives to match results achieved
- Not addressing all objectives completely in the Results section or providing evidence that the marketing communications drove the results

• Unanswered Questions

- Omitting a clear, concise description of the target audience and/or media strategy
- Leaving questions blank
- Not explaining unfamiliar terms/jargon

• Lack of Brevity

- Overwriting, hyperbole
- Going over eight -pages limit

8 REASONS FOR DISQUALIFICATION

1. Results not referenced
2. Not enough information
3. Agency name published in the Entry form or creative materials
4. Including results in the 4 minute creative reel
5. Submitting hand written briefs
6. Submitting an incomplete entry form
7. Missing translation
8. Missed deadline

To view full details visit the link: <http://gemaseffie.com/reasons-for-disqualification.php>

The Effie Effectiveness Index

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EFFECTIVENESS INDEX

Index will identify and rank the marketing communications industry's most effective agencies, advertisers, and brands

- ❑ Work entered into any Effie program starting July 1, 2010 will be eligible and accounted for in the Index.
- ❑ Points given to both Finalists and winners
- ❑ Points give to primary and contributing agencies
- ❑ Index snapshots will include sections on small, mid-size and large companies & geographic achievements
- ❑ First ranking to be published June 2011

EFFIE INDEX PRESS RELEASE

Effie Worldwide and Warc revealed the results of the inaugural Effie Effectiveness Index. 23 June 2011 (Cannes)

After analyzing data from 40 worldwide Effie competitions, Procter & Gamble is the most effective advertiser, McDonald's is the most effective brand, Omnicom is the most effective agency holding group and BBDO Worldwide is the most effective agency network.

Sancho BBDO of Bogota, Colombia is the most effective individual agency office while Wieden + Kennedy, Portland, Oregon, USA is the most effective independently held agency.

"The Effie Index is the best source for who's doing the best marketing around the world," said Matt Seiler, Effie Worldwide Chairman of the Board and Global CEO of Mediabrands. "As part of the overall Effie offer, it should be an invaluable source to help marketers and their agencies."

The Effie Index ranking system rewards not only Effie winners but Effie finalists. In the inaugural Effie Index, Effie finalists and winners announced between June 10, 2010 and June 13, 2011 qualified for the Index. The comprehensive rankings, which can be filtered by region, country and product category (along with detailed information surrounding the point system) can be found in the About section of [effieindex.com](http://www.effieindex.com).

To know more kindly visit the website: <http://www.effieindex.com/>



Contacts



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