



Sep 03, 2020 Romania

## Call for Entry: 2020 Effie Awards Romania

IAA Romania and UAPR are pleased to announce the 17th edition of the Effie Awards Romania competition. Agencies can submit their works until October 21st 2020, with three different deadlines: Early Bird Deadline (September 14), On Time Deadline (October 6) and Last Chance Deadline (October 21). For the first time, all entries will be submitted online via the international Effie Worldwide platform.

All entries will be required to be submitted via the Entry Portal ([access it here](#)). Through this platform, entrants submit their works by filling in the entry form, uploading creative materials, and adding information about credits, participants, and authorization and permission.

Having a digital competition will streamline the process of completing the entry form and improve the way the creative materials will be presented, with the intention of creating a more simplified and interactive process for both writing and judging the cases.

As usual, to mirror the industry's changes and trends, the 2020 Effie Organizing Committee analyzed the structure of the competition and added new categories, eliminated others and changed some of the existing definitions, resulting in 17 Product & Service Categories and 16 Specialty Categories for the 2020 competit. Both of the "Alcoholic Beverages" categories were consolidated into one category, "Beverages - Alcohol". In the specialty categories, "Carpe Diem" and "Marketing Innovation" were added, and "Use of Influencers" was eliminated.

The "Marketing Innovation" category recognizes any action or business idea that had an exceptionally positive impact on the market position of a brand, product or service. This category has its own entry form and different evaluation criteria, due to the different types of work that may be submitted.

Agencies can submit a maximum of 4 entries for the same campaign or part of a campaign, with a maximum of one submission allowed in a Product & Service Category. This limit helps participants choose

suitable categories and adapt entries to the chosen categories.

The eligibility period will remain the same: 1st of January – 31st of December, 2019. For the Sustained Success category, the eligibility period is 1st of January 2017 – 31st of December, 2019.

The 2020 Entry Kit and all the information about entering can be found here: <http://www.effie.ro/competition/entry-forms-download/>

Access the Entry Portal: <https://effie-romania.acclaimworks.com/>

#### **2020 Organizing Committee:**

Mihai Bârsan – President Romanian Effie Awards Committee 2020 & Co-Founder Epic Visits

Alexandra Dimitriu – Chief Media Officer, Publicis Groupe Romania

Bogdan Țurcanu – Commercial Manager, Ursus Breweries

Costin Radu – Independent Strategy Consultant

Dan Petre – Business Developer, D&D Research

Mihai Trandafir – Managing Director, UM Romania

Răzvan Mircea – Marketing Director, Strauss Balkans

Ruxandra Rău – Director Brand & Communication Strategy, Telekom Romania

Silvia Mihăilescu – Director of Brand, Marketing & Communications, ING Romania

Victor Stroe – Head of Strategy & Associate Director, Leo Burnett

#### **2020 Effie Awards Romania - Entry Deadlines & Calendar:**

Early Bird: 24th of August – 14th of September

On Time Deadline: 15th of September – 6th of October

Last Chance Deadline: 7th of October – 21st of October

Judging Round 1 & Round 2: November

Awarding Event: November