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**2025 Performance Marketing**

**Entry Form Template**

Effie Worldwide is on a mission to set a new standard of excellence in marketing. We champion effectiveness through smart leadership, inspiring insights and the largest marketing effectiveness awards in the world.

As a global organization, effectiveness is our only focus. We’re the world’s largest community of thinkers and practitioners of marketing, powered by a data set of effectiveness cases from over 125+ markets. A unifying force for brands, agencies and media platforms the world over, we push progressive thinking forward and foster an industry-wide culture of effectiveness, while equipping marketers with the tools and training they need to succeed.

The Effie Awards are a globally recognized symbol of outstanding achievement. We are proud to honour all types of effective marketing and the people who make it. By participating, you are helping to build a legacy of brilliant thinking that will inspire marketeers for years to come.

We wish you all the best in this year’s competition.

HOW TO ENTER

This document will help you collaborate with your team as you prepare your entry. It mirrors our online entry form, providing you with all the questions as they appear in the [**entry portal**](https://effie-canada.acclaimworks.com/)**.** In the portal some questions have drop down lists for you to choose from - this template lists all options so that you can prepare in advance.

**Responses will need to be copied from this template into the entry form in the** [**entry portal**](https://effie-canada.acclaimworks.com/) **to submit your entry**. We strongly urge you to complete this template in its entirety before entering into the portal. Please give yourself enough time to transfer over responses to the portal in advance of your intended entry deadline.

The below checklist will guide you through your information gathering process:

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| **SEEN BY JUDGES**  ***These elements represent the basis of your entry*** | **ADDITIONAL REQUIREMENTS**  ***This will enable us to champion you and your work*** |
| **Written Entry Form,** across the following tabs:   * Entry Details/Executive Summary * Four Sections using Effie’s Effectiveness Framework * The Investment Overview | **Case Background**: Topline information on your brand, audience, competitors, research partners, media partners. |
| **Company & Individual Credits:** Credit the key companies and individuals who were part of making this activity a success. |
| **Creative Examples (Creative Reel, Images)**  Review requirements in the [**Entry Kit**](https://www.effie.org/partners/canada/entry-details/download-2025-entry-materials-canada/#entry-kit)**.** | **Publicity Materials:** Provide a public case summary, statement of effectiveness, and publicity images to be used to promote your case if it is a finalist or winner. |
| **Permissions, Authorization & Verification of Entry:** Indicate your publication permissions, sign the authorisation form and agree to Competition Rules & Regulations. |

Questions?

As you prepare your entry, you are encouraged to take advantage of all [**entry materials & resources**](https://www.effie.org/partners/canada/entry-details/download-2025-entry-materials-canada/). If you submitted work into last year’s competition, you may also consider ordering an Insight Guide, which provides feedback from the judges who scored your case.

If you need more information, please contact us via [**email**](mailto:effie@theica.ca), we’ll be happy to help

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| **REQUIREMENTS** |

**The creative work and the written text of the entry must be the original work of the credited companies and authors.**

**Eligibility period**  
To be eligible, work must have run in the Canada and data must be isolated to the Canada. It must have run at some point between 9/1/2023 to 12/31/2024. Work that ran after the cut-off period may not be submitted. Results that fall after the end of the eligibility period and are directly tied to the work submitted are fine to submit. Test efforts are not eligible.

Review all eligibility rules in the [**Entry Kit**](https://www.effie.org/partners/canada/entry-details/download-2025-entry-materials-canada/#entry-kit)**.**

**No agency names (except in the credits)**

Do not include agency names in the written case, creative examples (including file names), or sources.  
  
**Use charts & graphs to illustrate your story**  
Entrants are encouraged to display data via charts & graphs within the limits allotted in each question. To insert charts & graphs in your responses in the [**entry portal**](https://effie-canada.acclaimworks.com/),save each chart/graph individually as a .jpg image (700-900 pixels wide or tall recommended).  
  
**No linking to external websites**  
Do not direct judges to visit external websites. Judges can only review the content provided in your written entry and creative examples.

**Source your data**  
All data included in the entry form must reference a specific, verifiable source.

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| **TOP TIPS FROM JUDGES** |

**Be clear, concise, compelling & honest.**  
Judges evaluate approximately 6-10 cases in a session – shorter, well-written entries stand out. Clear storytelling that connects every aspect back to the core idea and results will help your case stand out.  
  
**Context is key**  
Judges may not work in your category and may not know your brand. Provide context to convey the degree of difficulty for your challenge & the significance of your results. The entries should show awareness of external factors that could have influenced campaign success or failure. Acknowledging these factors demonstrated a deeper understanding of the campaign's environment and context, which can add credibility.

**Speak to the entry category**  
Judges evaluate work on effectiveness in the context of the entered category. Be sure your stated goal and results align with the category definition.

**Tell a story**  
Write your entry with your audience, Effie Judges, in mind. Judges are looking for an engaging, clear story that links each section of the form together. Judges will be evaluating your work with a critical eye – address questions you think they will have.

**Articulate strategic insights**

Clearly articulate strategic insights rooted in genuine business needs and consumer insights. Demonstrate why certain strategies were chosen and how they directly addressed the objectives.

**Effective use of data and metrics**

Focus on a few key performance indicators directly linked to business outcomes, rather than presenting a wide array of metrics without clear relevance to the campaign's success.

**Review**

Ask colleagues who do not work on the brand to review the entry. Ask what questions they have – what was unclear? Where did the case fall flat? Ask a strong proofreader to review the entry.

View additional tips from the Jury in the [**Entry Kit**](https://www.effie.org/partners/canada/entry-details/download-2025-entry-materials-canada/#entry-kit).

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| **Entry Details** | |
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| **EFFIE ENTRY CATEGORY**  Review category definitions [**here**](https://www.effie.org/partners/canada/entry-details/download-2025-entry-materials-canada/#entry-kit)**.** *If entering multiple categories, keep category restrictions in mind.* | **Performance Marketing**  (All other category submissions should use the Standard or Sustained Success entry forms.) |
| **BRAND NAME**  *List the specific brand name here (not the client or parent company name). Client Company is entered in the Credits.* |  |
| **ENTRY TITLE**  *Your Entry Title should be a short case name. The Entry Title will be used in publicity materials if the case is a winner or finalist.* |  |
| **DATES EFFORT RAN**  *List the start/end dates of the effort, even if it goes beyond the Effie eligibility period. Efforts that are ongoing should leave the end date blank in the entry portal.* | MM/DD/YY – MM/DD/YY |
| **REGIONAL CLASSIFICATION**  *Select all that apply. Please note, that if your effort is Multinational, your entry must be isolated to Canada.* | Drop down on portal as follows:  Local / Regional / National / Multinational / Non-English |
| **INDUSTRY SECTOR**  *Classify your brand by one of the available industry sectors.* | Drop down list on portal as follows:  Alcoholic Beverages / Automotive / Beauty & Fragrance / Business & Office Supplies / Cannabis (Recreational) / Delivery Services / Education, Training & Jobs / Electronic Games / Electronics / Entertainment, News, Sports & The Arts / Fashion, Accessories & Jewelry / Financial Services & Banking / Food & Beverages (Non-Alcoholic) / Government & Public Services / Health & Wellness / Health Care / Home Furnishings & Appliances / Household Supplies / Industrial, Building & Agricultural / Insurance / Internet & Telecom / Lifestyle, Lifestage, Social Platforms & Services / Non-Profit / Personal Care / Pet Care / Pharmaceuticals / Professional Services / Restaurants & Foodservice / Retail Stores & Online Marketplaces / Software Services & Platforms / Tobacco / Toys, Games, Sporting Goods & Hobbies / Transportation / Travel & Tourism / Other |
| **INDUSTRY/CATEGORY SITUATION**  *Select one.* | Drop down list to choose from:  Growing / Flat / In Decline |

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| **Executive Summary** | |
| Give the judges an understanding of the case they are about to read by providing a brief summary for each of the items below. A one-sentence summary is recommended for each line.  *(Maximum per line: 20 words.)* | |
| The Challenge: |  |
| The Insights: |  |
| The Strategic Idea/Build: |  |
| Bringing the Strategy & Idea to Life: |  |
| The Results: |  |
| Why is this entry an outstanding example of effective marketing in this Effie entry category?  Summarize your case by focusing on how your results related directly back to your challenge and objectives. When entering multiple categories, it is important to customize your response for each category. If judges have questions about your eligibility in this category, they will refer to this response.  *(Maximum: 100 words)* | |

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| Section 1 - Challenge, Context & Objectives 23.3% of Total Score This section covers your strategic business context for your marketing activity, alongside your key business challenge and objectives.  Please provide the necessary context on your industry category, competitors, and brand so the judges, including those unfamiliar with your brand/category, can evaluate your entry. Outline why your business challenge was the right opportunity to grow and the degree of ambition represented by your objectives. |

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| 1A. Before your effort began, what was the state of the brand’s business and the overall category in which it competes? What was the strategic challenge that stemmed from this business situation? Provide context on the degree of difficulty of this challenge.  Describe the market context for the performance marketing activities  *(Maximum: 275 words; 3 charts/visuals)*  Provide answer. | |
| 1B. What were the Business, Marketing and Campaign/Activity objectives that you set to address your challenge?  What were the Key Performance Indicators (KPIs) set against each objective?  Provide specific numbers/percentages for each and benchmarks wherever possible.  You may provide both Pre-Conversion objectives and Conversion metrics.  You must provide at least one conversion objective.  Please see the [**Objectives Guide**](https://www.effie.org/partners/canada/entry-details/download-2025-entry-materials-canada/) for examples of Pre-Conversion and Conversion metrics along the customer journey.    Effie is open to all types of objectives; it is the entrant’s responsibility to explain why their objectives are important to the business/organization and challenging to achieve. Provide context, including prior year, competitor, and/or category benchmarks to help the judges understand why these goals were set and how challenging they were. Present the performance marketing goals and explain how these goals relate back to the overall brand or organization’s strategy and objectives.    **RESPONSE FORMAT**  *List each objective individually. We have allowed for one key Business Objective (1 required), and up to three Marketing (Customer) Objectives (1 required, 3 maximum), and up to three Activity (Comms.) Objectives (1 required, 3 maximum). If you had fewer marketing and activity objectives, that is fine, please leave the fields blank. For each objective, provide brief context for why you chose it, state the KPIs and benchmarks.* | |
| **BUSINESS OBJECTIVE**  *(Required)* | |
| **Objective – Overview & KPI**  *(Maximum: 30 words)* |  |
| **Rationale – Why the objective was selected & what is the benchmark?**  *(Maximum: 75 words; 3 charts/visuals)* |  |
| **Measurement – How did you plan to measure it?**  *(Maximum: 30 words)* |  |
| **Tagging – What keywords best describe your objective type?**  *(1 Required, No Maximum)* | Select from the following list in the portal:   * Brand or business transformation * Category growth * Environmental/social impact (e.g. sustainability/purpose/diversity/CSR) * Geographic expansion * New brand or product/service launch * Profitability (growth/maintenance/easing decline) * Revenue (growth/maintenance/easing decline/value share) * Volume (growth/maintenance/easing decline/volume share) * Other (add your own) |
| **MARKETING OBJECTIVE 1**  *(Required)* | |
| **Objective – Overview & KPI**  *(Maximum: 30 words)* |  |
| **Rationale –** **Why the objective was selected & what is the benchmark?**  *(Maximum: 75 words; 3 charts/visuals)* |  |
| **Measurement – How did you plan to measure it?**  *(Maximum: 30 words)* |  |
| **Tagging – What keywords best describe your objective type?**  *(1 Required, No Maximum)* | Select from the following list in the portal:   * Advocacy/recommendation * Changes in specific brand attributes * Consideration * Conversion * Cultural Relevance * Frequency * Lead generation * Penetration/acquisition * Renewal/retention/lifetime value * Salience/awareness * Weight/value of purchase * Other (add your own) |
| **MARKETING OBJECTIVE 2**  *(Optional)* | |
| **Objective – Overview & KPI**  *(Maximum: 30 words)* |  |
| **Rationale – Why the objective was selected & what is the benchmark?**  *(Maximum: 75 words; 3 charts/visuals)* |  |
| **Measurement – How did you plan to measure it?**  *(Maximum: 30 words)* |  |
| **Tagging – What keywords best describe your objective type?**  *(1 Required, No Maximum)* | Select from the following list in the portal:   * Advocacy/recommendation * Changes in specific brand attributes * Consideration * Conversion * Cultural Relevance * Frequency * Lead generation * Penetration/acquisition * Renewal/retention/lifetime value * Salience/awareness * Weight/value of purchase * Other (add your own) |
| **MARKETING OBJECTIVE 3**  *(Optional)* | |
| **Objective – Overview & KPI**  *(Maximum: 30 words)* |  |
| **Rationale – Why the objective was selected & what is the benchmark?**  *(Maximum: 75 words; 3 charts/visuals)* |  |
| **Measurement – How did you plan to measure it?**  *(Maximum: 30 words)* |  |
| **Tagging – What keywords best describe your objective type?**  *(1 Required, No Maximum)* | Select from the following list in the portal:   * Advocacy/recommendation * Changes in specific brand attributes * Consideration * Conversion * Cultural Relevance * Frequency * Lead generation * Penetration/acquisition * Renewal/retention/lifetime value * Salience/awareness * Weight/value of purchase * Other (add your own) |
| **ACTIVITY OBJECTIVE 1**  *(Required)* | |
| **Objective – Overview & KPI**  *(Maximum: 30 words)* |  |
| **Rationale – Why the objective was selected & what is the benchmark?**  *(Maximum: 75 words; 3 charts/visuals)* |  |
| **Measurement – How did you plan to measure it?**  *(Maximum: 30 words)* |  |
| **Tagging – What keywords best describe your objective type?**  *(1 Required, No Maximum)* | Select from the following list in the portal:   * Advocacy/recommendation * Efficiency (e.g. cost per acquisition) * Popularity/fame/social discourse * Positive sentiment/emotional resonance * Reach (e.g. open rate, shares, views, attendance) * Recall (brand/ad/activity) * Other (add your own) |
| **ACTIVITY OBJECTIVE 2**  *(Optional)* | |
| **Objective – Overview & KPI**  *(Maximum: 30 words)* |  |
| **Rationale – Why the objective was selected & what is the benchmark?**  *(Maximum: 75 words; 3 charts/visuals)* |  |
| **Measurement – How did you plan to measure it?**  *(Maximum: 30 words)* |  |
| **Tagging – What keywords best describe your objective type?**  *(1 Required, No Maximum)* | Select from the following list in the portal:   * Advocacy/recommendation * Efficiency (e.g. cost per acquisition) * Popularity/fame/social discourse * Positive sentiment/emotional resonance * Reach (e.g. open rate, shares, views, attendance) * Recall (brand/ad/activity) * Other (add your own) |

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| **ACTIVITY OBJECTIVE 3**  *(Optional)* | |
| **Objective – Overview & KPI**  *(Maximum: 30 words)* |  |
| **Rationale – Why the objective was selected & what is the benchmark?**  *(Maximum: 75 words; 3 charts/visuals)* |  |
| **Measurement – How did you plan to measure it?**  *(Maximum: 30 words)* |  |
| **Tagging – What keywords best describe your objective type?**  *(1 Required, No Maximum)* | Select from the following list in the portal:   * Advocacy/recommendation * Efficiency (e.g. cost per acquisition) * Popularity/fame/social discourse * Positive sentiment/emotional resonance * Reach (e.g. open rate, shares, views, attendance) * Recall (brand/ad/activity) * Other (add your own) |

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| **DATA SOURCES: SECTION 1**  You must provide a source for all data and facts presented anywhere in the entry form. The below field may only be used to list sources of data provided in your responses above. Entrants may not include any additional context or information in the below field.  **Recommended Format:** Use footnotes in your responses above and list each source numerically below. We recommend each source include the following information: Source of Data/Research, Type of Data/Research, Dates Covered. **Do not include agency names in your sources.**  See the [**Entry Kit**](https://www.effie.org/partners/canada/entry-details/download-2025-entry-materials-canada/#entry-kit) for more information. |
| Provide sources of data included in your responses to Section 1. |

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| **Section 2 – Insights & Strategy**  **23.3% of total score**  This section covers the key building blocks of your strategy.  Explain to the judges why you chose the audience you did. Outline your key insight(s) and how they led to the strategic idea or build that addressed the business challenge the brand was facing. |
| 2A. Define the target audience(s) you were trying to reach and explain why it was/they were relevant to the brand and the challenge.  Describe your audience(s) using demographics, culture, media behaviours, etc. Explain if your target was a current audience, a new audience, or both. What perceptions or behaviours are you trying to affect or change?  Commerce & Shopper Cases: Be sure to highlight the shopper’s motivations, mindset, behaviours, and shopper occasion.  *(Maximum: 300 words; 3 charts/visuals)* |
| Provide answer. |
| 2B. Explain the thinking that led you to your insight(s). **Clearly state your insight(s) here.**  Clarify how the insight(s) were directly tied to your brand, your audience’s behaviours and attitudes, your research and/or business situation. How would this unique insight(s) lead to the brand’s success and how did it inform your strategic idea.  *(Maximum: 400 words; 3 charts/visuals)* |
| Provide answer. |
| 2C. What was the core idea or strategic build you arrived at using your insight(s) that enabled you to pivot from challenge to solution for your brand and customer?   *(Maximum: 200 words, 1 chart/visual)* |
| Provide answer. |
| **DATA SOURCES: SECTION 2**  You must provide a source for all data and facts presented anywhere in the entry form. The below field may only be used to list sources of data provided in your responses above. Entrants may not include any additional context or information in the below field.  **Recommended Format:** Use footnotes in your responses above and list each source numerically below. We recommend each source include the following information: Source of Data/Research, Type of Data/Research, Dates Covered. **Do not include agency names in your sources.**  See the [**Entry Kit**](https://www.effie.org/partners/canada/entry-details/download-2025-entry-materials-canada/#entry-kit) for more information. |
| Provide sources of data included in your responses to Section 2. |

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| **Section 3 - Bringing the Strategy & Idea to Life**  **23.3% of total score**  This section relates to how you **translated your core strategic idea into a compelling creative** platform and channel plan i.e. how and where you brought your strategy to life. And how you tested for ongoing optimization.  Help the judges evaluate your entry by demonstrating how you created work that targeted and motivated customers effectively. Outline how your creative and channels plans worked together to drive results. |
| 3A. Describe the key elements of your plan that activated your strategy. Outline any components that were active in the effort e.g. all integral communications, promotions, CRM program, customer experience, pricing changes, etc. that were a part of your effort  *(Maximum: 300 words; 3 charts/visuals)* |
| Provide answer. |
| 3B. Outline the key building blocks of the creative executions for your main marketing vehicles e.g., endline, call-to-actions and format choices. If relevant, include any important changes that optimized the creative while the activity was running.  *(Maximum: 300 words; 3 charts/visuals)* |
| Provide answer. |
| 3C. Outline the rationale behind your communications strategy, experience strategy and channel plan. Explain how the integral elements worked together to drive results. If relevant, explain how you changed your spend across channels as part of your campaign optimization.  *(Maximum: 500 words; 3 charts/visuals)* |
| Provide answer. |
| **KEY VISUAL**  You have the option to upload a single image to accompany your explanation in this section to show how you brought your strategy and idea to life. It may be a media plan, a marketing mix visual, a flowchart, a calendar, a storyboard, etc. The image must be jpg/jpeg/png. You do not need to upload a copy of any of your creative images for judging here, as judges will view those on the creative examples tab. |

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| **DATA SOURCES: SECTION 3**  You must provide a source for all data and facts presented anywhere in the entry form. The below field may only be used to list sources of data provided in your responses above. Entrants may not include any additional context or information in the below field.  **Recommended Format:** Use footnotes in your responses above and list each source numerically below. We recommend each source include the following information: Source of Data/Research, Type of Data/Research, Dates Covered. **Do not include agency names in your sources.**  See the [**Entry Kit**](https://www.effie.org/partners/canada/entry-details/download-2025-entry-materials-canada/#entry-kit) for more information. |
| Provide sources of data included in your responses to Section 3. |

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| **Section 4 - Results**  **30% of total score**  This section relates to your results. Here you need to be able to demonstrate the impact your effort has had on your business/brand/cause objectives - attributable to the activity and its elements and taking into account other factors. You will need to provide a result corresponding to each objective listed in your response to question 1B. | | |
| 4A. How do you know it worked? Explain, with category, competitor and/or prior year context, why these results are significant for the brand’s business. Results must relate back to your specific audience, objectives, and KPIs.  **RESPONSE FORMAT**  You have up to 350 words and 5 charts/visuals to set up your results. Then, for each objective provided in Question 1B, you are required to provide a corresponding result.  **ELIGIBILITY REMINDERS**   1. Provide a clear time frame for all data shown – either within your response or via the sources box. 2. All results must be isolated to Canada. 3. Work must have run in the eligibility window of September 1, 2023 – December 31, 2024. Results after December 2024 that are directly related to work that ran in the eligibility window can be included. 4. All results must correspond to a data source. | | |
| **Results Overview**  Use this space to set up your results section.  *(Maximum 350 words, 5 charts/visuals)* | | |
| **Business Objective Results**  (Required – Corresponds to your Business Objective listed in 1B) | | |
| **Business Objective from  Question 1B** | The entry portal will list your Business Objective from Question 1B here automatically | |
| **List Result**  *(Maximum: 30 words)* |  | |
| **Context**  *(Maximum: 150 words; 3 charts/visuals)* |  | |
| **Marketing Objective #1 Results**  (Required - Corresponds to Marketing Objective #1 listed in 1B) | | |
| **Marketing Objective #1 from   Question 1B** | The entry portal will list Marketing Objective #1 from Question 1B here automatically | |
| **List Result**  *(Maximum: 30 words)* |  | |
| **Context**  *(Maximum: 150 words; 3 charts/visuals)* |  | |
| **Marketing Objective #2 Results**  (Required if Marketing Objective #2 was provided in 1B) | | |
| **Marketing Objective #2 from   Question 1B** | The entry portal will list Marketing Objective #2 from Question 1B here automatically | |
| **List Result**  *(Maximum: 30 words)* |  | |
| **Context**  *(Maximum: 150 words; 3 charts/visuals)* |  | |
| **Marketing Objective #3 Results**  (Required if Marketing Objective #3 was provided in 1B) | | |
| **Marketing Objective #3 from   Question 1B** | The entry portal will list Marketing Objective #3 from Question 1B here automatically | |
| **List Result**  *(Maximum: 30 words)* |  | |
| **Context**  *(Maximum: 150 words; 3 charts/visuals)* |  | |
| **Activity Objective #1 Results**  (Required - Corresponds to Campaign/Activity Objective #1 listed in 1B) | | |
| **Activity Objective #1 from Question 1B** | The entry portal will list Activity Objective #1 from Question 1B here automatically | |
| **List Result**  *(Maximum: 30 words)* |  | |
| **Context**  *(Maximum: 150 words; 3 charts/visuals)* |  | |
| **Activity Objective #2 Results**  (Required if Campaign/Activity Objective #2 was provided in 1B) | | |
| **Activity Objective #2 from Question 1B** | The entry portal will list Activity Objective #2 from Question 1B here automatically | |
| **List Result**  *(Maximum: 30 words)* |  | |
| **Context**  *(Maximum: 150 words; 3 charts/visuals)* |  | |
| **Activity Objective #3 Results**  (Required if Campaign/Activity Objective #3 was provided in 1B) | | |
| **Activity Objective #3 from Question 1B** | The entry portal will list Activity Objective #3 from Question 1B here automatically | |
| **List Result**  *(Maximum: 30 words)* |  | |
| **Context**  *(Maximum: 150 words; 3 charts/visuals)* |  | |
| **Additional Results**  You may use the below space to provide additional results achieved that you did not have an initial objective for. This space may only be used for additional results beyond those that align with your listed objectives. It is not required to provide additional results & you may leave this field blank.   *(Maximum: 250 words; 3 charts/visuals)* | | |
| List additional results here. | | |
| 4B. Marketing rarely works in isolation. Outside of your effort, what else in the marketplace could have affected the results of this case – positive or negative?  Select factors from the chart and explain the influence (or lack of influence) of these factors in the space provided. We recognize that attribution can be difficult; however, we’re inviting you to provide the broader picture here in making the case for your effectiveness.  *(Maximum: 200 words; 3 charts/visuals)* | | |
| **Business Events**  *(e.g. changes in supply chain, government regulations)* | | **Societal or Economic Events**  *(e.g. changes in economic, political, social factors)* |
| **Internal Company Events**  *(e.g. change in ownership, internal dynamics, etc.)* | | **Public Relations** |
| **Natural Events**  (e.g. weather, natural phenomenon, etc.) | | **Other Factors** \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ |
| **Other marketing for the brand, running at the same time as this effort** | | **No Other Factors** |
| Provide answer. | | |
| **DATA SOURCES: SECTION 4**  You must provide a source for all data and facts presented anywhere in the entry form. The below field may only be used to list sources of data provided in your responses above. Entrants may not include any additional context or information in the below field.  **Recommended Format:** Use footnotes in your responses above and list each source numerically below. We recommend each source include the following information: Source of Data/Research, Type of Data/Research, Dates Covered. **Do not include agency names in your sources.**  See the [**Entry Kit**](https://www.effie.org/partners/canada/entry-details/download-2025-entry-materials-canada/#entry-kit) for more information. | | |
| Provide sources of data included in your responses to Section 4. | | |

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| **Investment Overview**  The Investment Overview is reviewed as part of Section 3: Bringing the Strategy & Idea to Life, along with your response to Section 3 Questions and your creative work, as presented in the Reel and Images. These elements together account for 23.3% of your score.  The Investment Overview, like the rest of the entry form, is completed in the Entry Portal. The questions below are visuals of all the drop-down box options to share with your team to gather data. | |
| **Paid Media Expenditures**  Select paid media expenditures (purchased and donated), not including agency fees or production costs, for the effort described in this entry. If there were no paid media expenditures, please select Under $500 thousand and elaborate below. If the case did not run the year prior, select not applicable and provide context in the elaboration area below. | |
| Current Year/Time Period: Sept. 1, 2023 – Dec. 31, 2024 | Campaign Period: Prior Year |
| Under $500 thousand | Under $500 thousand |
| $500 thousand - 999 thousand | $500 thousand - 999 thousand |
| $1 – 2 million | $1 – 2 million |
| $2 – 5 million | $2 – 5 million |
| $5 – 10 million | $5 – 10 million |
| $10 – 20 million | $10 – 20 million |
| $20 – 40 million | $20 – 40 million |
| $40 – 60 million | $40 – 60 million |
| $60 – 80 million | $60 – 80 million |
| $80 million and over | $80 million and over |
|  | Not Applicable |
|  | |
| **Compared to other competitors in this category, this budget is:** | Less |
| About the Same |
| More |
| Not Applicable (Elaboration Required) |
|  | |
| **Compared to prior year spend on the brand overall, the brand’s overall budget this year is:** | Less |
| About the Same |
| More |
| Not Applicable (Elaboration Required) |
|  | |
| **Media Budget Elaboration**  Provide judges with the context to understand your budget.  What was the balance of paid (purchased and donated), earned, owned and shared media? What was your distribution strategy? Did you outperform your media buy?   In addition to providing context around your budget, if you selected Not Applicable to either of the previous two questions, explain why you selected Not Applicable.  *(Maximum: 150 words)* | |
| Provide answer. | |
| **Production & Other Non-Media Expenditures**  Select a budget range for the key assets you developed to bring your idea to life. This should include hard pre and post productions costs, talent (influencer or celebrity fees) and any activation costs. | |
| Under $500 thousand | $20 – 40 million |
| $500 thousand - 999 thousand | $40 – 60 million |
| $1 – 2 million | $60 million and over |
| $2 – 5 million | Not Applicable |
| $5 – 10 million | Not Available / Unknown |
| $10 – 20 million |

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| **Production & Other Non-Media Expenditures Elaboration**  Provide judges with the context to understand the selection outlined above. This is an opportunity to provide further context surrounding your budget, so judges have a clear understanding and do not question the information provided above.  *(Maximum: 100 words)* |
| Provide answer. |

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| --- | --- | --- | --- |
| **Owned Media**  Was Owned Media a part of your effort? (Yes/No)  Elaborate on owned media (digital or physical company-owned real estate), that acted as communication channels for case content.  *(Maximum: 100 words)* | | | |
| Provide answer. | | | |
| **Sponsorship and Media Partnerships**  Select the types of sponsorships /media partnerships used in your case. Choose all that apply.  Then, provide additional context regarding these sponsorships and media partnerships, including timing.  *(Maximum: 100 words)* | | | |
| Product Placement – Occasional | Product Placement – Ongoing | Sponsorship –  On Site | Sponsorship –  Live Activation |
| Sponsorship –  Talent or Influencer | Unique Opportunity | Not Applicable |  |

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| Provide elaboration. |

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| **Data Sources: Investment Overview**  You must provide a source for all data and facts presented anywhere in the entry form. The below field may only be used to list sources of data provided in your responses above. Entrants may not include any additional context or information in the below field. | | |
| Provide sources of data included in your responses in the Investment Overview. | | |
| **All Touchpoints as Part of Your Effort**  Select all touchpoints used in the effort, based on the options provided in the below list. Within your response to Section 3, explain which touchpoints from the below list were integral to reaching your audience and why.  In the creative reel, you must show at least one complete example of each touchpoint that was integral to the effort’s success. For example, if you mark 10 boxes below and 8 were key to the driving results and explained as integral in Section 3, those 8 must be featured in the reel. | | |
| Branded Content – Editorial | Digital Mktg. – SEM | Print – Magazine |
| Branded Content – Product Placement | Digital Mktg. – SEO | Print - Newspaper |
| Cinema | Digital Mktg. – Short Video  (:15-3 min.) | Public Relations |
| Contests | Digital Mktg. – Social: Organic | Radio |
| Digital Mktg. – Affiliate | Digital Mktg. – Social: Paid | Retail Experience: Digital |
| Digital Mktg. – Audio Ads | Digital Mktg. – Video Ads | Retail Experience: In Store |
| Digital Mktg. – Content Promotion | Direct Mail | Sales Promotion, Couponing & Distribution |
| Digital Mktg. – Display Ads | Events | Sampling/Trial |
| Digital Mktg. – Email/Chatbots/  Text/Messaging | Health Offices / Point of Care | Sponsorships – Entertainment |
| Digital Mktg. – Gaming | Influencer / Key Opinion Leader | Sponsorships – Sports |
| Digital Mktg. – Influencers | Interactive / Website / Apps | Sponsorships – Unique Opportunity |
| Digital Mktg. – Location based | Internal/In-Office Marketing | Street Mktg. |
| Digital Mktg. – Long Video  (3+ min.) | Loyalty Programs | Trade Shows, Trade Communications, Professional Engagement |
| Digital Mktg. – Marketplace Ads | OOH – Billboards | TV |
| Digital Mktg. – Mobile | OOH – Other Outdoor | User Generated Content & Reviews |
| Digital Mktg. – Product Placement | OOH - Transportation | Other: |
| Digital Mktg. – Programmatic Display Ads | Packaging & Product Design |
| Digital Mktg. - Programmatic Video Ads | Print – Custom Publication |

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| **Main Touchpoints**  From the list outlined above, select the three most integral touchpoints for your effort. List in order of most integral to least integral. | |
| **MAIN TOUCHPOINT #1**  (Select one of the touchpoints from the chart above.) |  |
| **MAIN TOUCHPOINT #2**  (Select one of the touchpoints from the chart above or Not Applicable.) |  |
| **MAIN TOUCHPOINT #3**  (Select one of the touchpoints from the chart above or Not Applicable.) |  |

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| **SOCIAL MEDIA PLATFORMS**  Select all social media platforms utilized in your effort from the list below. | | | |
| Blog  (Tumblr, Medium, etc.) | Discord | Facebook | Instagram |
| LinkedIn | Pandora | Pinterest | Reddit |
| Snapchat | Spotify | TikTok | Twitch |
| WeChat | WhatsApp | X | YouTube |
|  | Not Applicable | Other: | |

**Additional Requirements**

Judges will review your written case and creative materials. Review the [**Entry Kit**](https://www.effie.org/partners/canada/entry-details/download-2025-entry-materials-canada/#entry-kit) for full guidance on completing your written case and creative materials.

In addition to the written entry form & creative examples, additional data is required in the [**entry portal**](https://effie-canada.acclaimworks.com/). These materials support Effie’s mission of leading, inspiring & championing the practice and practitioners of marketing effectiveness.  
  
The following pages outline the additional information you will be required to provide in the [**entry portal**](https://effie-canada.acclaimworks.com/) in order to submit your entry. Teams can use this document to collect information from team members while preparing your entry. Please ensure you provide yourself time to input these datapoints in advance of your intended entry deadline.

**Case Background**  
This information is for research and database purposes. These responses are not seen by judges.

|  |  |  |  |
| --- | --- | --- | --- |
| **PRODUCT/SERVICE TYPE**  Select one. | | Tangible Good / Service / Other | |
| **PARENT BRAND STATUS**  Select one. | | Existing Parent Brand / New Parent Brand / Not Applicable | |
| **SUB-BRAND STATUS**  Select one. | | Existing Sub-Brand / New Sub-Brand / Not Applicable | |
| **NEW / EXISTING PRODUCT/SERVICE**  Select one. | | New / Existing | |
| **CATEGORY STATUS**  Does the product/service create a new category or is it joining an existing category? Select one. | | New Category / Existing Category | |
| **PRIMARY END USER**  Select one. | | Business Purposes / Consumer Purposes / Not Applicable | |
| **CLASSIFICATION**  Select one. | | Mainstream / Luxury / Not Applicable | |
| **POINT OF PURCHASE**  Select the option that best describes how the audience purchased your product or donated to the cause promoted by your marketing effort. | | In-Store Retail Only | |
| Online Ecommerce Only | |
| Primarily In-Store Retail with some Online Ecommerce | |
| Primarily E-Commerce with some In-Store Retail | |
| A substantial amount of both In-Store Retail and Ecommerce | |
| Other | |
| Not Applicable | |
| **COMPETITOR SITUATION**  Select the option that best describes the competitor situation. | | Dominant Player. One large Competitor that has about 50% market share or more | |
| Dominant Player with strong competitors. One or multiple competitors with at least one competitor with about 30% to 50% market share | |
| Fragmented. One or multiple competitors each with about 30% market share or less | |
| Not Applicable | |
| **COMPETITOR BRANDS**  Provide the top competitor brands of your case. This helps ensure judges who work on competitor brands are not assigned your case. You may provide up to six competitor brands or list No Competitors.   *(1 Required, 6 Maximum)* | | | |
| **COMPETITOR 1**  Required. | |  | |
| **COMPETITOR 2**  Optional. | |  | |
| **COMPETITOR 3**  Optional. | |  | |
| **COMPETITOR 4**  Optional. | |  | |
| **COMPETITOR 5**  Optional. | |  | |
| **COMPETITOR 6**  Optional. | |  | |
| **AUDIENCE**  Please share insights into your primary audience below. | | | |
| **AUDIENCE GENDER**  Select one. | | Female / Male / Transgender or Non-Binary /  Not Applicable (We did not target by gender.) | |
| **AUDIENCE AGE**  Select all that apply. | | Children 12 & Under / Ages 13-17 / Ages 18-24 / Ages 25-34 / Ages 35 – 44 / Ages 45-54 / Ages 55-64 / Ages 65+ / Not Applicable (We did not target by age.) | |
| **AUDIENCE TYPE**  Select all that apply. | | Cultural or Ethnic Group / Employees / Parents / Not Applicable / Other \_\_\_\_\_\_\_ | |
| **MEDIA COMPANIES**  Please list the top five most integral media companies/owners that were a part of your effort, whether or as a partner or a platform where your work ran. If no media companies were used in this effort, you may leave this question blank. **(ie. Bell Media is a media company. Do not include Media Agencies here.)** | | | |
| **MEDIA COMPANY 1**  Optional. | |  | |
| **MEDIA COMPANY 2**  Optional. | |  | |
| **MEDIA COMPANY 3**  Optional. | |  | |
| **MEDIA COMPANY 4**  Optional. | |  | |
| **MEDIA COMPANY 5**  Optional. | |  | |
| **RESEARCH PARTNERS**  Indicate research partners used for this effort. List up to three companies. | | | |
| **RESEARCH PARTNER 1**  Required. | |  | |
| **RESEARCH PARTNER 2**  Optional. | |  | |
| **RESEARCH PARTNER 3**  Optional. | |  | |
| **RESEARCH**  Select the most important research done for your case. Then, select all research done for your case. | | | |
| **PRIMARY RESEARCH**  Select one. | | Copy Testing / Focus Groups / Neuroscience /  Positioning or Concept Testing /  Strategic (segmentation, market structure, U&A) / Tracking /  Not Applicable / Other | |
| **ALL RESEARCH**  Select all. | | Copy Testing / Focus Groups / Neuroscience /  Positioning or Concept Testing /  Strategic (segmentation, market structure, U&A) / Tracking /  Not Applicable / Other | |
| **ARTIFICIAL INTELLIGENCE (AI)** | | | |
| In which of the following areas, if at all, did this campaign use artificial intelligence?  Please select all that apply. | | * Not applicable/did not use * Campaign execution (automated ad buying, ad personalization, etc.) * Campaign strategy development (audience segmentation, channel optimization, etc.) * Content ideation * Copywriting and messaging * Market/audience research and insights * Media planning * Performance monitoring * Post-campaign analysis and learning * Testing and validation (simulated user testing, AI-driven A/B testing, etc.) * Video and image generation * Other, please list: | |
| Elaborate on how AI was used in developing or executing the work. This data is for learning purposes and will not be seen by judges.  (Maximum: 100 words) | |  | |
| **SUSTAINABLE DEVELOPMENT GOALS**  Effie has partnered with the PVBLIC Foundation to support the [**UN's 2030 Agenda for Sustainable Development**](https://sustainabledevelopment.un.org/post2015/transformingourworld)and its [**17 Sustainable Development Goals (SDGs)**](https://sustainabledevelopment.un.org/sdgs)**.** Please help us to recognize the achievements of our industry in creating positive change by selecting all Sustainable Development Goals aligned with your effort. | | | |
| Affordable & Clean Energy | Clean Water & Sanitation | Climate Action | Decent Work &  Economic Growth |
| Gender Equality | Good Health & Well-Being | Industry, Innovation & Infrastructure | Life Below Water |
| Life on Land | No Poverty | Partnerships for the Goals | Peace, Justice & Strong Institutions |
| Quality Education | Reduced Inequalities | Responsible Consumption & Production | Sustainable Cities & Communities |
| Zero Hunger | | Not Applicable | |

|  |  |
| --- | --- |
| Elaborate on how one or multiple Sustainable Development Goals were used in the work.  *Maximum: 100 words* |  |
| If your work featured an underrepresented community, did you involve someone from that community in the development of your work? | * Not Applicable * No * Yes |
| If so, please elaborate on their input and how you adapted your work accordingly.  *Maximum: 100 words* |  |

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| **Publicity Materials**  All materials provided in this section should be submitted with publication purposes in mind. Do not include any confidential information in the public case summary or statement of effectiveness. | |
| **90 WORD PUBLIC CASE SUMMARY**  Provide a snapshot of the effectiveness of your case. The summary should be written as though it will be judged. Using at least three complete sentences, summarize the case and its goal. Indicate objectives and how the evidence of results directly relates to those objectives (concrete numbers or percentages vs. general terms like "record sales" or "big success"). Think of the case summary as a long tweet, mini-case, or an elevator pitch.  The case summary will be published in the [**Case Library**](https://www.effie.org/cases). It may also be used for promotional purposes and should not contain any confidential information.  *(Maximum: 90 words)* | |
| Provide answer. | |
| **STATEMENT OF EFFECTIVENESS**  Please provide a short statement on the effectiveness of your case.  The intention of this statement is to provide a better understanding of why your work was worthy of either finalist status or an award. It is an opportunity to showcase the success of your effort. You may choose to touch on your most important result, why the effort was effective or significant to the brand, the most important learning taken away from this case, or an interesting/fun fact about the work.  If your case is a winner, it may be shown on screen at the Canadian Marketing Effectiveness Summit or in the promotion of your case if it is a finalist or winner.  Examples:  Moved familiarity from 24% to 62% with the core gaming audience  Earned over 600 million media impressions in just 8 weeks  Brought new users into a declining category and increased social interactions.  *(Maximum: 15 words)* | |
| Provide answer. | |
| **OTHER PUBLICITY MATERIALS CHECKLIST**  The following materials will need to be uploaded to the entry portal. | |
|  | **PRIMARY PUBLICITY IMAGE**  Upload one high-res image (2400x1254, .jpg/.jpeg) of your creative work that best represents the essence of your case. This is the image Effie will use for publicity purposes. |
|  | **LEAD AGENCY AND CLIENT COMPANY LOGOS**  Upload one logo for EACH of the credited lead agencies (1 required, 2 maximum) and the client companies (1 required, 2 maximum). You may either upload high-resolution .ai/.eps versions (preferred) OR low resolution .jpg/.jpeg versions. |
|  | **TEAM PHOTO (OPTIONAL)**  Upload team photos of the lead agency and client team(s). You may upload a maximum of one photo per lead agency and client. You may only submit a third or fourth team photo only if you have a second lead agency or client.  Team photos may be featured online and at the Canadian Marketing Effectiveness Summit. Team photos may be the client/agency together or separate photos for agency and client teams. It is preferred to upload your team photo at time of entry, but if you do not have a team photo available at time of entry, you may leave this field empty. Team photos are not required but encouraged. |
| Reminder: Creative Examples Provided for Judging will also be made public for all finalists & winners. These details are outlined in Judging Materials section of this template. | |

**Company Credits**  
This information is not seen by judges. Effie will publicly celebrate all credited companies & individuals if your case becomes a finalist or winner.

**Credits cannot be removed or replaced after the entry is submitted.** It is critical that senior leadership reviews credits for accuracy. As confirmation, senior leadership is required to sign off on the Authorization & Verification Form, stating credits are accurate and complete.

Additions may be accepted if space is available. The process for amending an entry is time consuming and rigorous and will incur a $350 fee per request after time of entry. See the entry kit for full credit information.

All entries submitted from the same agency office location should list the "Agency Name" precisely the same way to ensure your office is recognized as one. Communicate with your corporate/executive team, PR department, and other teams entering this year's competition from your agency office to ensure you are entering each agency name accurately and consistently.

|  |  |  |
| --- | --- | --- |
| **LEAD AGENCY #1 (Required)** | | |
| **COMPANY NAME** |  | |
| **ADDRESS** |  | |
| **COMPANY** **TYPE**  Select one. | Agency: Brand Identity  Agency: Business-to-Business  Agency: Data / Programmatic  Agency: Design  Agency: Digital / Interactive  Agency: Direct Marketing  Agency: Experiential / Event  Agency: Full-Service / Creative  Agency: Guerilla  Agency: Health   Agency: In-House  Agency: Media  Agency: Multicultural  Agency: Performance Marketing Agency: Production  Agency: Promotional  Agency: Public Relations  Agency: Shopper Marketing / Commerce  Agency: Other | Ad or Mar Tech  Brand / Client  Consultancy  Educational Institution  Non-profit  Media Owner  Research Company  Retailer  Startup Other |
| **COMPANY SIZE**  Select one. | 1-50 Employees / 51-200 Employees / 201-500 Employees / 500+ Employees | |
| **WEBSITE** |  | |
| **AGENCY NETWORK**  If an agency does not have a network, select "Non-network". |  | |
| **HOLDING COMPANY**  Agencies that are not majority-owned by a holding company are categorized as "Independent" |  | |
| **MAIN CONTACT**  This contact will be considered a secondary point of contact on this entry should there be any questions/issues, and the Entrant Contact cannot be reached. This contact may be sent a congratulatory note if your entry is a finalist/winner, along with key information about celebrating your success. This name will not be listed publicly. | | |
| **FULL NAME** |  | |
| **JOB TITLE** |  | |
| **EMAIL ADDRESS** |  | |
| **PHONE NUMBER** |  | |
| **AGENCY PR CONTACT**  This contact should be the person who handles PR for your agency. This contact may receive a congratulatory note if your entry is a finalist/winner. This name will not be listed publicly. | | |
| **FULL NAME** |  | |
| **JOB TITLE** |  | |
| **EMAIL ADDRESS** |  | |
| **PHONE NUMBER** |  | |
| **CEO / TOP RANKING EXECUTIVE CONTACT**  This contact may receive a congratulatory note if your entry is a finalist/winner but will not be added to our mailing lists. This name will not be listed publicly. | | |
| **FULL NAME** |  | |
| **JOB TITLE** |  | |
| **EMAIL ADDRESS** |  | |
| **PHONE NUMBER** |  | |
|  | | |
| **LEAD AGENCY #2 (Optional)** | | |
| **COMPANY NAME** |  | |
| **ADDRESS** |  | |
| **COMPANY TYPE**  Select one. | Agency: Brand Identity  Agency: Business-to-Business  Agency: Data / Programmatic  Agency: Design  Agency: Digital / Interactive  Agency: Direct Marketing  Agency: Experiential / Event  Agency: Full-Service / Creative  Agency: Guerilla  Agency: Health   Agency: In-House  Agency: Media  Agency: Multicultural  Agency: Performance Marketing Agency: Production  Agency: Promotional  Agency: Public Relations  Agency: Shopper Marketing / Commerce  Agency: Other | Ad or Mar Tech  Brand / Client  Consultancy  Educational Institution  Non-profit  Media Owner  Research Company  Retailer  Startup Other |
| **COMPANY SIZE**  Select one. | 1-50 Employees / 51-200 Employees / 201-500 Employees / 500+ Employees | |
| **WEBSITE** |  | |
| **AGENCY NETWORK**  If an agency does not have a network, select "Non-network". |  | |
| **HOLDING COMPANY**  Agencies that are not majority-owned by a holding company are categorized as "Independent" |  | |
| **MAIN CONTACT**  This contact will be considered the main point of contact for the second lead agency. This contact may also be sent a congratulatory note if your entry is a finalist/winner, along with key information about celebrating your success. This name will not be listed publicly. | | |
| **FULL NAME** |  | |
| **JOB TITLE** |  | |
| **EMAIL ADDRESS** |  | |
| **PHONE NUMBER** |  | |
| **AGENCY PR CONTACT**  This contact should be the person who handles PR for your agency. This contact may receive a congratulatory note if your entry is a finalist/winner. This name will not be listed publicly. | | |
| **FULL NAME** |  | |
| **JOB TITLE** |  | |
| **EMAIL ADDRESS** |  | |
| **PHONE NUMBER** |  | |
| **CEO / TOP RANKING EXECUTIVE CONTACT**  This contact may receive a congratulatory note if your entry is a finalist/winner but will not be added to our mailing lists. This name will not be listed publicly. | | |
| **FULL NAME** |  | |
| **JOB TITLE** |  | |
| **EMAIL ADDRESS** |  | |
| **PHONE NUMBER** |  | |

**Client(s)**  
Entrants are required to credit at least one client company. If there were two clients involved in your effort, credit the second client in the designated space below. Both clients will receive equal recognition in all publicity and in the [**Effie Index**](http://www.effieindex.com/) if your case is a finalist or winner

Please note that for publicity purposes, both the Brand Name (as entered when creating your entry) and the Client Company (listed below) are recognized. If your brand has an overarching parent company, please input the client company here (vs. the brand).

|  |  |  |
| --- | --- | --- |
| **CLIENT #1 (Required)** | | |
| **COMPANY NAME** |  | |
| **ADDRESS** |  | |
| **COMPANY TYPE**  Select one. | Agency: Brand Identity  Agency: Business-to-Business  Agency: Data / Programmatic  Agency: Design  Agency: Digital / Interactive  Agency: Direct Marketing  Agency: Experiential / Event  Agency: Full-Service / Creative  Agency: Guerilla  Agency: Health   Agency: In-House  Agency: Media  Agency: Multicultural  Agency: Performance Marketing Agency: Production  Agency: Promotional  Agency: Public Relations  Agency: Shopper Marketing / Commerce  Agency: Other | Ad or Mar Tech  Brand / Client  Consultancy  Educational Institution  Non-profit  Media Owner  Research Company  Retailer  Startup Other |
| **COMPANY SIZE**  Select one. | 1-50 Employees / 51-200 Employees / 201-500 Employees / 500+ Employees | |
| **WEBSITE** |  | |
| **CLIENT NETWORK** |  | |
| **MAIN CONTACT**  This contact will be considered the main point of contact for the client. This contact may also be sent a congratulatory note if your entry is a finalist/winner, along with key information about celebrating your success. This name will not be listed publicly. | | |
| **FULL NAME** |  | |
| **JOB TITLE** |  | |
| **EMAIL ADDRESS** |  | |
| **PHONE NUMBER** |  | |
| **CEO / TOP RANKING EXECUTIVE CONTACT**  This contact may receive a congratulatory note if your entry is a finalist/winner but will not be added to our mailing lists. This name will not be listed publicly. | | |
| **FULL NAME** |  | |
| **JOB TITLE** |  | |
| **EMAIL ADDRESS** |  | |
| **PHONE NUMBER** |  | |
|  | | |
| **CLIENT #2 (Optional)** | | |
| **COMPANY NAME** |  | |
| **ADDRESS** |  | |
| **COMPANY TYPE**  Select one. | Agency: Brand Identity  Agency: Business-to-Business  Agency: Data / Programmatic  Agency: Design  Agency: Digital / Interactive  Agency: Direct Marketing  Agency: Experiential / Event  Agency: Full-Service / Creative  Agency: Guerilla  Agency: Health   Agency: In-House  Agency: Media  Agency: Multicultural  Agency: Performance Marketing Agency: Production  Agency: Promotional  Agency: Public Relations  Agency: Shopper Marketing / Commerce  Agency: Other | Ad or Mar Tech  Brand / Client  Consultancy  Educational Institution  Non-profit  Media Owner  Research Company  Retailer  Startup Other |
| **COMPANY SIZE**  Select one. | 1-50 Employees / 51-200 Employees / 201-500 Employees / 500+ Employees | |
| **WEBSITE** |  | |
| **CLIENT NETWORK** |  | |
| **MAIN CONTACT**  This contact will be considered the main point of contact for the client. This contact may also be sent a congratulatory note if your entry is a finalist/winner, along with key information about celebrating your success. This name will not be listed publicly. | | |
| **FULL NAME** |  | |
| **JOB TITLE** |  | |
| **EMAIL ADDRESS** |  | |
| **PHONE NUMBER** |  | |
| **CEO / TOP RANKING EXECUTIVE CONTACT**  This contact may receive a congratulatory note if your entry is a finalist/winner but will not be added to our mailing lists. This name will not be listed publicly. | | |
| **FULL NAME** |  | |
| **JOB TITLE** |  | |
| **EMAIL ADDRESS** |  | |
| **PHONE NUMBER** |  | |

**Contributing Companies**  
Entrants are required to credit all key strategic partners on an effort. You may list up to four contributing companies. Contributing Company Main Contacts may be contacted if your entry becomes a winner & will not be listed publicly.

|  |  |  |
| --- | --- | --- |
| **CONTRIBUTING COMPANY #1 (Optional)** | | |
| **COMPANY NAME** |  | |
| **ADDRESS** |  | |
| **COMPANY TYPE**  Select one. | Agency: Brand Identity  Agency: Business-to-Business  Agency: Data / Programmatic  Agency: Design  Agency: Digital / Interactive  Agency: Direct Marketing  Agency: Experiential / Event  Agency: Full-Service / Creative  Agency: Guerilla  Agency: Health   Agency: In-House  Agency: Media  Agency: Multicultural  Agency: Performance Marketing Agency: Production  Agency: Promotional  Agency: Public Relations  Agency: Shopper Marketing / Commerce  Agency: Other | Ad or Mar Tech  Brand / Client  Consultancy  Educational Institution  Non-profit  Media Owner  Research Company  Retailer  Startup Other |
| **COMPANY SIZE**  Select one. | 1-50 Employees / 51-200 Employees / 201-500 Employees / 500+ Employees | |
| **WEBSITE** |  | |
| **CLIENT NETWORK** |  | |
| **MAIN CONTACT**  This contact will be considered the main point of contact for the client. This contact will also be sent a congratulatory note if your entry is a finalist/winner, along with key information about celebrating your success. This name will not be listed publicly. | | |
| **FULL NAME** |  | |
| **JOB TITLE** |  | |
| **EMAIL ADDRESS** |  | |
| **PHONE NUMBER** |  | |
| **CEO / TOP RANKING EXECUTIVE CONTACT**  This contact may receive a congratulatory note if your entry is a finalist/winner but will not be added to our mailing lists. This name will not be listed publicly. | | |
| **FULL NAME** |  | |
| **JOB TITLE** |  | |
| **EMAIL ADDRESS** |  | |
| **PHONE NUMBER** |  | |

|  |  |  |
| --- | --- | --- |
| **CONTRIBUTING COMPANY #2 (Optional)** | | |
| **COMPANY NAME** |  | |
| **ADDRESS** |  | |
| **COMPANY TYPE**  Select one. | Agency: Brand Identity  Agency: Business-to-Business  Agency: Data / Programmatic  Agency: Design  Agency: Digital / Interactive  Agency: Direct Marketing  Agency: Experiential / Event  Agency: Full-Service / Creative  Agency: Guerilla  Agency: Health   Agency: In-House  Agency: Media  Agency: Multicultural  Agency: Performance Marketing Agency: Production  Agency: Promotional  Agency: Public Relations  Agency: Shopper Marketing / Commerce  Agency: Other | Ad or Mar Tech  Brand / Client  Consultancy  Educational Institution  Non-profit  Media Owner  Research Company  Retailer  Startup Other |
| **COMPANY SIZE**  Select one. | 1-50 Employees / 51-200 Employees / 201-500 Employees / 500+ Employees | |
| **WEBSITE** |  | |
| **CLIENT NETWORK** |  | |
| **MAIN CONTACT**  This contact will be considered the main point of contact for the client. This contact will also be sent a congratulatory note if your entry is a finalist/winner, along with key information about celebrating your success. This name will not be listed publicly. | | |
| **FULL NAME** |  | |
| **JOB TITLE** |  | |
| **EMAIL ADDRESS** |  | |
| **PHONE NUMBER** |  | |
| **CEO / TOP RANKING EXECUTIVE CONTACT**  This contact may receive a congratulatory note if your entry is a finalist/winner but will not be added to our mailing lists. This name will not be listed publicly. | | |
| **FULL NAME** |  | |
| **JOB TITLE** |  | |
| **EMAIL ADDRESS** |  | |
| **PHONE NUMBER** |  | |

|  |  |  |
| --- | --- | --- |
| **CONTRIBUTING COMPANY #3 (Optional)** | | |
| **COMPANY NAME** |  | |
| **ADDRESS** |  | |
| **COMPANY TYPE**  Select one. | Agency: Brand Identity  Agency: Business-to-Business  Agency: Data / Programmatic  Agency: Design  Agency: Digital / Interactive  Agency: Direct Marketing  Agency: Experiential / Event  Agency: Full-Service / Creative  Agency: Guerilla  Agency: Health   Agency: In-House  Agency: Media  Agency: Multicultural  Agency: Performance Marketing Agency: Production  Agency: Promotional  Agency: Public Relations  Agency: Shopper Marketing / Commerce  Agency: Other | Ad or Mar Tech  Brand / Client  Consultancy  Educational Institution  Non-profit  Media Owner  Research Company  Retailer  Startup Other |
| **COMPANY SIZE**  Select one. | 1-50 Employees / 51-200 Employees / 201-500 Employees / 500+ Employees | |
| **WEBSITE** |  | |
| **CLIENT NETWORK** |  | |
| **MAIN CONTACT**  This contact will be considered the main point of contact for the client. This contact will also be sent a congratulatory note if your entry is a finalist/winner, along with key information about celebrating your success. This name will not be listed publicly. | | |
| **FULL NAME** |  | |
| **JOB TITLE** |  | |
| **EMAIL ADDRESS** |  | |
| **PHONE NUMBER** |  | |
| **CEO / TOP RANKING EXECUTIVE CONTACT**  This contact may receive a congratulatory note if your entry is a finalist/winner but will not be added to our mailing lists. This name will not be listed publicly. | | |
| **FULL NAME** |  | |
| **JOB TITLE** |  | |
| **EMAIL ADDRESS** |  | |
| **PHONE NUMBER** |  | |

|  |  |  |
| --- | --- | --- |
| **CONTRIBUTING COMPANY #4 (Optional)** | | |
| **COMPANY NAME** |  | |
| **ADDRESS** |  | |
| **COMPANY TYPE**  Select one. | Agency: Brand Identity  Agency: Business-to-Business  Agency: Data / Programmatic  Agency: Design  Agency: Digital / Interactive  Agency: Direct Marketing  Agency: Experiential / Event  Agency: Full-Service / Creative  Agency: Guerilla  Agency: Health   Agency: In-House  Agency: Media  Agency: Multicultural  Agency: Performance Marketing Agency: Production  Agency: Promotional  Agency: Public Relations  Agency: Shopper Marketing / Commerce  Agency: Other | Ad or Mar Tech  Brand / Client  Consultancy  Educational Institution  Non-profit  Media Owner  Research Company  Retailer  Startup Other |
| **COMPANY SIZE**  Select one. | 1-50 Employees / 51-200 Employees / 201-500 Employees / 500+ Employees | |
| **WEBSITE** |  | |
| **CLIENT NETWORK** |  | |
| **MAIN CONTACT**  This contact will be considered the main point of contact for the client. This contact will also be sent a congratulatory note if your entry is a finalist/winner, along with key information about celebrating your success. This name will not be listed publicly. | | |
| **FULL NAME** |  | |
| **JOB TITLE** |  | |
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| **FULL NAME** |  | |
| **JOB TITLE** |  | |
| **EMAIL ADDRESS** |  | |
| **PHONE NUMBER** |  | |

**Individual Credits**  
Each entry may credit up to ten primary individuals and thirty secondary individuals who contributed to the case. These individuals must be current or former team members of the credited companies.

Effie’s policy is to honour those credited at the time of entry if the case is a finalist or winner. Therefore, you may not remove or replace individual credits after the entry has been submitted.

Additions may be accepted if space is available. The process for amending an entry is time consuming and rigorous and will incur a $350 fee per request after time of entry. See the entry kit for full credit information.

**Primary Individual Credits**  
Individuals appear in all places credits are published where space is limited, including the Effie Canada websites. Credits must be current or former team members of the credited companies. Credits must be current or former team members of the credited companies. Credits will appear in the order you enter them.

Maximum of 10 Primary Credits.

|  |  |  |  |
| --- | --- | --- | --- |
| PRIMARY INDIVIDUAL CREDIT #1 | | PRIMARY INDIVIDUAL CREDIT #2 | |
| Full Name |  | Full Name |  |
| Job Title |  | Job Title |  |
| Company |  | Company |  |
| Email |  | Email |  |
| PRIMARY INDIVIDUAL CREDIT #3 | | PRIMARY INDIVIDUAL CREDIT #4 | |
| Full Name |  | Full Name |  |
| Job Title |  | Job Title |  |
| Company |  | Company |  |
| Email |  | Email |  |
| PRIMARY INDIVIDUAL CREDIT #5 | | PRIMARY INDIVIDUAL CREDIT #6 | |
| Full Name |  | Full Name |  |
| Job Title |  | Job Title |  |
| Company |  | Company |  |
| Email |  | Email |  |
| PRIMARY INDIVIDUAL CREDIT #7 | | PRIMARY INDIVIDUAL CREDIT #8 | |
| Full Name |  | Full Name |  |
| Job Title |  | Job Title |  |
| Company |  | Company |  |
| Email |  | Email |  |
| PRIMARY INDIVIDUAL CREDIT #9 | | PRIMARY INDIVIDUAL CREDIT #10 | |
| Full Name |  | Full Name |  |
| Job Title |  | Job Title |  |
| Company |  | Company |  |
| Email |  | Email |  |

**Secondary Individual Credits**

Individuals only appear in the Effie Worldwide [**Case Libra****ry**](https://www.effie.org/cases) and do not appear elsewhere. Credits must be current or former team members of the credited companies. Credits will appear in the order you enter them.

Maximum of 30 Secondary Credits.

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| SECONDARY INDIVIDUAL CREDIT #1 | | SECONDARY INDIVIDUAL CREDIT #2 | | SECONDARY INDIVIDUAL CREDIT #3 | |
| Full Name |  | Full Name |  | Full Name |  |
| Job Title |  | Job Title |  | Job Title |  |
| Company |  | Company |  | Company |  |
| Email |  | Email |  | Email |  |
| SECONDARY INDIVIDUAL CREDIT #4 | | SECONDARY INDIVIDUAL CREDIT #5 | | SECONDARY INDIVIDUAL CREDIT #6 | |
| Full Name |  | Full Name |  | Full Name |  |
| Job Title |  | Job Title |  | Job Title |  |
| Company |  | Company |  | Company |  |
| Email |  | Email |  | Email |  |
| SECONDARY INDIVIDUAL CREDIT #7 | | SECONDARY INDIVIDUAL CREDIT #8 | | SECONDARY INDIVIDUAL CREDIT #9 | |
| Full Name |  | Full Name |  | Full Name |  |
| Job Title |  | Job Title |  | Job Title |  |
| Company |  | Company |  | Company |  |
| Email |  | Email |  | Email |  |
| SECONDARY INDIVIDUAL CREDIT #10 | | SECONDARY INDIVIDUAL CREDIT #11 | | SECONDARY INDIVIDUAL CREDIT #12 | |
| Full Name |  | Full Name |  | Full Name |  |
| Job Title |  | Job Title |  | Job Title |  |
| Company |  | Company |  | Company |  |
| Email |  | Email |  | Email |  |
| SECONDARY INDIVIDUAL CREDIT #13 | | SECONDARY INDIVIDUAL CREDIT #14 | | SECONDARY INDIVIDUAL CREDIT #15 | |
| Full Name |  | Full Name |  | Full Name |  |
| Job Title |  | Job Title |  | Job Title |  |
| Company |  | Company |  | Company |  |
| Email |  | Email |  | Email |  |
| SECONDARY INDIVIDUAL CREDIT #16 | | SECONDARY INDIVIDUAL CREDIT #17 | | SECONDARY INDIVIDUAL CREDIT #18 | |
| Full Name |  | Full Name |  | Full Name |  |
| Job Title |  | Job Title |  | Job Title |  |
| Company |  | Company |  | Company |  |
| Email |  | Email |  | Email |  |
| SECONDARY INDIVIDUAL CREDIT #19 | | SECONDARY INDIVIDUAL CREDIT #20 | | SECONDARY INDIVIDUAL CREDIT #21 | |
| Full Name |  | Full Name |  | Full Name |  |
| Job Title |  | Job Title |  | Job Title |  |
| Company |  | Company |  | Company |  |
| Email |  | Email |  | Email |  |
| SECONDARY INDIVIDUAL CREDIT #22 | | SECONDARY INDIVIDUAL CREDIT #23 | | SECONDARY INDIVIDUAL CREDIT #24 | |
| Full Name |  | Full Name |  | Full Name |  |
| Job Title |  | Job Title |  | Job Title |  |
| Company |  | Company |  | Company |  |
| Email |  | Email |  | Email |  |
| SECONDARY INDIVIDUAL CREDIT #25 | | SECONDARY INDIVIDUAL CREDIT #26 | | SECONDARY INDIVIDUAL CREDIT #27 | |
| Full Name |  | Full Name |  | Full Name |  |
| Job Title |  | Job Title |  | Job Title |  |
| Company |  | Company |  | Company |  |
| Email |  | Email |  | Email |  |
| SECONDARY INDIVIDUAL CREDIT #28 | | SECONDARY INDIVIDUAL CREDIT #29 | | SECONDARY INDIVIDUAL CREDIT #30 | |
| Full Name |  | Full Name |  | Full Name |  |
| Job Title |  | Job Title |  | Job Title |  |
| Company |  | Company |  | Company |  |
| Email |  | Email |  | Email |  |

**Permissions & Authorization**

Effie Worldwide stands for effectiveness in marketing, spotlighting ideas that work and encouraging thoughtful dialogue about the drivers of marketing effectiveness. The Institute of Canadian Agencies (“ICA”) is the Canadian licensee of Effie Worldwide and reviews submissions from Canada for the purpose of Canadian awards and participation in the worldwide ranking.

In order to help fulfill this mission and provide learning to the industry, Effie and the ICA rely on entrants’ willingness to share their finalist and winning case studies with the industry.

The Effie Awards Canada entry and judging processes are designed to help all entrants present their work effectively while ensuring the confidentiality of classified information. We respect that entries may have information deemed confidential. Below, entrants may select their publication permission settings for the written case, should the entry become a finalist or winner: Publish As Submitted or Publish an Edited Version. Entries that do not become finalists or winners will never be made public.

**Effie Awards Canada encourages entrants to document any Public Version answers required prior to submitting, since Finalists are not notified until September 2025.**

Please note: Publication permission settings only apply to the written case. Publicity materials, including the public case summary and statement of effectiveness, and the creative reel must be submitted without confidential information. Creative materials will be published if your effort is a finalist or winner. See the [**Entry Kit**](https://www.effie.org/partners/canada/entry-details/download-2025-entry-materials-canada/#entry-kit) for full details.

|  |  |  |
| --- | --- | --- |
| **PUBLICATION PERMISSION SETTINGS**  To support Effie Worldwide’s mission, finalists & winners are featured as part of Effie’s educational programs, including the Case Library. Select publication permission settings for your written entry (choose one). Review full details on Publication options & confidentiality in the [**Entry Kit**](https://www.effie.org/partners/canada/entry-details/download-2025-entry-materials-canada/#entry-kit). | | |
| **Publish My Written Case As It Was Submitted** | | **Publish An Edited Version of My Written Case** *Note: You may redact any confidential information; however, you may not redact any section in its entirety including results.* |
|  | **AUTHORIZATION & VERIFICATION FORM**  Download this form in the Entry Portal **after you have completed your Company & Individual Credits and Publication Permission setting**.  Download & Sign the Authorization & Verification Form, confirming the accuracy of entry information and authorization of submission. This form guarantees that the company and individual credits have been thoroughly reviewed by senior leadership to guarantee all integral strategic partners are credited properly for the Effie Index and awards recognition.  The Authorization & Verification form must be signed off by an agency or client executive in a departmental or account leadership position (e.g. Head of Strategy, Head of Client Services, Group Account Director, etc.). This document must be carefully reviewed in its entirety and signed in the designated space at the end of the document.   A separate form must be uploaded for each entry. Once signed, you will need to upload to the entry portal. | |
|  | **COMPETITION TERMS & RULES**  Agree to competition terms & rules.  By checking the box and as a condition for entry, you indicate that you agree to the competition rules, which are:   * Any material submitted in the course of entering the awards becomes the property of Institute of Canadian Agencies, Effie Worldwide and the Effie Awards Canada and will not be returned. * You represent and warrant that the Works submitted are original work by you and accurate and will not infringe upon the personal or proprietary rights of or give rise to any claim by any third party, including but not limited to claims based on copyright, trademark, patent, defamation, physical injury, or invasion of privacy or publicity. In addition, if any complaint or claim relating to any of the Works is made by any third party at any time, whether a formal legal complaint or otherwise, you will fully cooperate with the ICA, Effie Worldwide and the Effie Awards Canada in responding to and defending against such complaint or claim, and you will hold the Institute of Canadian Agencies, Effie Worldwide and the Effie Awards Canada harmless and fully indemnify them from and against any such complaint or claim. * You represent and warrant that your client has approved your submission of their material for the Effie Awards Canada. You will hold the Institute of Canadian Agencies, Effie Worldwide and the Effie Awards Canada harmless and fully indemnify them from and against any complaint or claim by your client. * The ICA will make all reasonable efforts to safeguard your confidential information. The ICA will ensure that its own staff and the judges it appoints will sign non-disclosure agreements and pledge to maintain the confidentiality of your information. You acknowledge that for the purposes of judging your submission, the ICA will make the material that you submitted available to judges through a third-party software portal, in addition to storing the material on its own servers. You agree to hold the ICA and Effie Worldwide and the Effie Awards Canada blameless in the event of any release through any means whatsoever of your confidential information or breach of your privacy. * The governing law for all matters of legal interpretation, compliance and disputes shall be the law of the Province of Ontario, and any applicable federal laws of Canada. * If there is any disagreement or dispute, the parties shall engage a mutually agreeable professional mediator, with the mediator's fee shared equally between them. If a session of mediation is unsuccessful in resolving the disagreement, it will be submitted to binding arbitration pursuant to the Arbitration Act, with the arbitrator's fee shared equally between them. * Any provision of this Agreement found by a tribunal or court of competent jurisdiction to be illegal or unenforceable will be severed from this Agreement and all other provisions of this Agreement will remain in full force and effect. * This Agreement constitutes the entire Agreement between the parties with respect to the subject matter of this Agreement and supersedes all prior representations or other communications, whether oral or written. * Where required by law or contract, you will obtain releases from all persons depicted in any of the Works. You may not agree to any restrictions, limitations or right to review requested or imposed by any persons, including models, owners of property pictured in the Works, or others. You will immediately advise the ICA’s Effie Awards Canada department of any such request or attempted imposition. If you make any subsequent or other use of any of the Works, you are solely responsible for obtaining any necessary releases from any models, persons or owners of property pictured in the Works, and you will hold the ICA, Effie Worldwide and the Effie Awards Canada harmless from and against any claims by any person arising from any such subsequent or other use. * The credits you submit are considered final and will not be changed for any reason, including if the agency and/or client experiences a name change and/or merger after the time of entry. The information you submit may be published and/or appear on recognition certificates. Upon entering the competition, all email addresses provided will be added to the Effie Worldwide, the ICA and/or the Effie Awards Canada mailing list and may receive emails regarding competition news, judging events, content, etc. Individuals may opt-out of the mailing list via the unsubscribe link within any newsletter email. * You have credited all partners who contributed to the work that is being presented in the entry. * The decisions of the ICA and Effie Worldwide in all matters relating to the competition shall be final and binding. * The Institute of Canadian Agencies is a corporation under the *Canada Not-for-profit Corporations Act.* | |