



effieAwards

Saudi Arabia

**EFFIE AWARDS SAUDI ARABIA
2024 CATEGORIES**

CATEGORY LIMIT

To honor even more great work, a single effort can be entered into a maximum of four categories. Of those four categories, only one category submission may be an industry category.

- Each entry should be customized to speak to the specifics of each entered category whenever applicable. Judges are often frustrated when an entry clearly wasn't tailored for the category they are reviewing.
- You will need to complete a separate entry form and pay the entry fee for each additional category.
- Effie Awards Saudi Arabia reserves the right to re-categorize entries, split/redefine categories and/or refuse entry any at any time.

INDUSTRY CATEGORIES

There are 12 industry categories to choose from. Category definitions provide guidance regarding the types of industries that may enter that category; however, it is not an exclusive list. If you are unsure what category best fits your brand, please reach out to us. You may only enter one industry category per effort.

SPECIALTY CATEGORIES

The Specialty Categories are designed to address a specific business situation or challenge. There are over 14 specialty categories, with focuses on audiences, business achievements, health, media, commerce & shopper marketing, and industry trends.

When entering into these categories, you should present your entry in a way that addresses the situation or challenge as outlined in the category definition. It is critical to thoroughly review these category definitions to ensure your effort meets the criteria of the specific category definition.

Judges will down score your entry if you are missing information required by the category definition.

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CATEGORIES FAQ's

WHAT CATEGORY SHOULD I ENTER?

Review category definitions, if you are unsure if your case falls under the definition of a certain category, or you aren't sure which category it should be entered in, please email effieksa@nordstella.me with a brief synopsis of the case, examples of the creative, and the categories you are considering.

WHAT CATEGORY GETS THE LEAST NUMBER OF ENTRIES?

Effie does not reveal entry numbers. The number of entries in a category does not affect your chances of winning an award. There are minimum scores to be a finalist or winner in the competition. If no case meets the minimum, no recognition of that level would be given, regardless of number of entries. Similarly, if a category has more qualifying entries than can be recognized by the maximum number of awards in a category, we will look into ways of splitting a category in order to honor more great work.

DO I NEED TO USE A SPECIAL ENTRY FORM FOR MY CATEGORY?

There are two entry forms for the 2024 competition:

- Standard Entry Form
- Sustained Success Entry Form

INDUSTRY CATEGORIES

Automotive Vehicles & Aftermarket

Includes Gasoline, motor oil, tires, batteries, paint, quick-lube, oil change, muffler, transmission, windshield wipers, enhancements, etc. Cars, trucks, motorcycles, vans. Both brand and model advertising.

Banking, Finance & Insurance

Financial product & services including marketing efforts, promoting overall image and capabilities of a financial institution; specific products or services including credit/debit cards, reward/loyalty cards, financial planning, mobile payment services, retirement funds, Shari'ah compliant products, investment, home banking, loans, mortgage, mutual funds, etc. It also includes all types of insurance eligible (home, auto, financial, life, travel, business, etc.) with exception of health insurance.

Beauty & Personal Care

Beauty: Includes cosmetics, fragrances, hair products, nail products, skincare treatments, salons, etc. Personal Care : Soap, oral care, face & body lotions and cleansers, basic eye and ear-care products (e.g. cotton swabs, eye drops, etc.), deodorants, feminine hygiene products, razors, shaving cream, etc.

Food & Non-Alcoholic Beverages

All types of food including fresh packaged and frozen, both regular and diet/light. Beverages including coolers, diet and non-diet soda, coffee, tea, juices, milk, milk substitutes, bottled water, sparkling water, energy drinks, etc.

Electronics

Audio and/or video devices such as TVs, radios, mobile devices, home entertainment (DVD/Blu-ray players), cameras, computer hardware, game consoles, drone, external or integrated VR/AR devices, laptops, tablets, sound systems, etc. Electronic devices may be aimed at consumers or businesses.

Entertainment & Sports

Includes all forms of entertainment, e.g. apps, movies, programming (TV, online, radio), books, DVDs, videogames, podcasts, board games, toys, etc. It also includes sports equipment & sports apparels. Entries from sporting events from the sponsors of regional and international sporting events such as the World cup, sports teams, sports & leisure equipment's etc. (See Gaming & E-Sports category for video games.)

Gaming & E-Sports

All forms of e-sports and single and multi-player video games, including virtual reality, arcade, console, mobile, online & computer games.

Government & Public Service

Municipal or state economic development, lotteries, utilities, civil, diplomatic or armed forces, parks, libraries, public services, etc. Includes political messages and recruitment efforts.

Healthcare Services & Healthcare OTC

Healthcare Services: Efforts developed for hospitals, HMOs, health insurance companies, referral services, dental and medical care services, pharmacies, or chronic care facilities. Efforts may be targeted to healthcare professionals, patients, and/or consumers.

Health & Wellness – OTC: Efforts for products that are sold without a prescription that address specific health conditions. Efforts may be targeted to healthcare professionals, patients and/or consumers. Only products that address a specific health condition should enter this category – there are separate categories for Beauty & Fragrance, and Personal Care efforts.

Retail

Open to all retail companies (online and/or brick & mortar) with general or specific merchandise. E.g., malls, boutiques, department stores, clothing, shoes, hosiery, jewelry stores; food retailers; movie/book/card stores; discount/bulk retailers; toy stores, branded outlets, accessories/specialty shops, purses/luggage.

Internet & Telecom

Mobile network providers, high speed Internet access services, online services, bundled communications (Internet, telephone, and TV), Cloud Services etc.

Travel, Tourism & Transportation

This category is open for air, train, bus/trolley, taxi, subway systems, rideshare services, driving schools, public transport, car rentals, leasing not including automobile sales / leasing, ferries, etc. Airlines, cruise operators, travel tours (tour operators, travel websites and booking services, etc.), hotels, resorts, amusement parks, tourism campaigns, duty free outlets and Destination Malls - defined as a mall that offers a mix of lifestyle products, leisure and entertainment activities.

SPECIALTY CATEGORIES**Youth Marketing Products & Services**

This category will honor those efforts that successfully communicate to teens or young adults.

Your entry should be written in a way that identifies how the case was created and specifically directed to this audience and how it succeeded.

Identify any elements in the creative work or strategy that are specifically directed to the youth market and any relevant dynamics and/or nuances, trends, values, linguistic characteristics, and their significance with respect to your submission. Judges may not be familiar with this particular youth audience, so this is your opportunity to showcase the details that they may miss.

Brand Integration & Entertainment Partnerships

This award will honor those brands that have effectively reached their audience via strategic integrations & entertainment partnerships. Submission should detail how the brand was seamlessly interwoven within the right content in an engaging way. Detail the strategic reasoning behind the partnership – why was this partner chosen over others? Clearly details the selection process of the partner, and explain how this partnership led to the results that met the objectives of the brand.

Corporate Reputation

Marketing efforts that promote corporations, not exclusively their products. Includes sponsorships, image, and identity. In addition to presenting metrics related to the reputation, entrants are encouraged to also address how these metrics relate to the business of the brand and why they are important.

Experiential Marketing Live / Digital /Hybrid

This category is to showcase brand experiences beyond traditional advertising – work that truly brought a brand or product to life and interacted with a specific audience to achieve desired objectives should be entered. It may include a re-invented product demo, re-imagined pop-up, or a “brick and mortar” retail overhaul; it may have created a new game, an alternate or virtual reality experience, or an interactive/immersive film experience that effectively showcases a new product or brand personality. Award winners will show how the brand is reaching out to their audiences to establish meaningful relationships, memorable, engaging experiences, and unique connections.

Entrants must address how the experiential marketing related back to the overall brand strategy. Judges will expect to understand the ‘participation’ in the experience as a core factor.

- Experiential Marketing: Live
- Experiential Marketing: Digital
- Experiential Marketing: Hybrid

Entrants must address how the brand experience related back to the overall brand strategy. Judges will expect to understand the ‘participation’ in the experience as a core factor.

As with all Effie categories, you can enter whether your work brought the brand to life as the entire marketing effort or as part of the larger marketing program.

Marketing Disruptors

This award is for efforts that grew their business / brand by changing the marketing model in ways that drive the industry forward. A marketing disruptor of any size can enter. Entrants must detail the marketing challenge, the competitive landscape and how they succeeded by changing the existing marketing model for the brand / category.

David Vs Goliath

This is an award for smaller, NEW, or emerging brands:

- Making inroads against big, established leaders.
- Taking on “sleeping giants”
- Moving into a NEW product/service field beyond their current category and ser for competitors to tackle a dominant leader.

Entrants must detail the business challenge, the competitive landscape, and how their business succeeded despite the odds. You are required to define you’re your competitive landscape, including the market difference between the David and Goliath to demonstrate why your brand was a David.

Judges will deduct from your case if you do not sufficiently prove that your brand is David in the situation.

Small Budgets Non-Profit, Products & Services

Cases eligible for this category must represent the only marketing efforts for this brand (brand defined as listed in the “brand” question of the Effie entry form) during the time period that the effort entered ran.

To be eligible, an entry may not be for a line extension. Effie defines line extension as: a variation of an existing product with the same brand name and some category but with a new characteristic, a derivative of the product or service that offers modified features without significantly changing price; a product bearing the same name and offering a varied option (e.g. new flavor, diet version etc.)

Value of donated and non-traditional media as well as activation costs must be included.

Budget eligibility is as follows:

- Local Efforts: AED 300,000 or less
- Regional Efforts: AED 500,000 or less

When completing your entry, be sure to select the appropriate category:

Small Budgets – Non-Profit / Small Budgets – Products & Services.

Judges will deduct from your case if you do not provide a clear understanding of why your case is a fit for the Small Budgets category.

Sustained Success

Efforts that experienced sustained success for at least three years are eligible for entry. At a minimum, include at least three years of creative work and case results, and include the current competition year's results. Work must have a common objective in both strategy and creative executions; with a continuation of core executional elements (e.g., spokesperson, song, theme, tagline, etc.) that demonstrates effectiveness over time. As part of the entry, specifically address how the effort evolved over time (e.g., media choices, targeting, insights, new products/services, etc.). Answer all questions for the initial year and describe how/why change occurred over time.

Note: There is a special entry form and different creative requirements for the Sustained Success Award. The creative requirements, including different rules for the creative reel, can be found in the Sustained Success form.

To enter, you must be able to provide data about the case in its first year (Feb 29, 2021), an interim year and the current competition year (01/03/2023 - 29/02/2024).

Digital - Commerce

This category is for campaigns that effectively used insights, strategy, creative, and analytics to drive digital shopper conversion. Show how, by utilizing data and a deep understanding of the shopper, the brand and/or retailer succeeded in a digital setting. A successful effort will combine strong shopper knowledge with digital marketing practices to increase conversion online. The effort must be based on a shopper insight(s) and be shopper-driven. Explain the strategy of how the effort went to market. Submissions in this category will be solely evaluated on digital commerce effectiveness.

Influencer Marketing

This category honors those brands that effectively worked with key influencers to reach their target audience to achieve short or long-term marketing goals. Key influencers/opinion leaders may be a social media / vertical platform leader, brand ambassador, bloggers, etc. from micro to macro.

Clearly identify what the strategy was, who your audience was, and why the influencer was important to your audience. Explain what the influencer did for your audience. Explain why the brand selected that influencer, how they were used to carry out marketing activities, and what consumer behaviors were impacted and how the business was impacted.

Social Media

This category is for campaigns that set out with the explicit purpose of using social as the primary touchpoint or have social at their heart. The kind of idea that is specifically designed to take advantage of the socially connected consumer and the influence of social. Judges are looking for campaigns that begin with a social idea, as opposed to advertising or integrated campaigns with a social media element. They will need a clear rationale for why social was the right way to tackle the brief, and evidence of how social activity measurably and materially drove the commercial result. It is not enough to count the number of impressions, likes or shares. You will need to measure and prove the commercial value of social through the direct effect it had on audience behaviour or perceptions and demonstrate correlation with the achieved business results.

Seasonal Marketing**• Seasonal Marketing - Products & Services**

Seasons, holidays, and annual events allow marketers to build strategic efforts based on the time-based interests of their target audience. This category will honor those efforts that effectively capitalized on a season, holiday, or annual cultural event to drive results for their business.

Positive Change

Positive Change: Environmental – Brands & Non- Profit

The Positive Change: Environmental category celebrates efforts that have measurably shifted audience behavior toward more environmentally sustainable choices, and/or grown demand for more sustainable products and services by incorporating environmentally-conscious messaging into their marketing. Winners of this award showcase how effective marketing programs that incorporate sustainable strategies can make a positive difference for brands and for the environment. Over and above the standard Effie requirements to demonstrate a positive impact on business, there are specific areas of interest that relate to this award. Efforts entered must have as one of their main strategic objectives changing audience behavior towards more environmentally sustainable choices and environmentally conscious messaging must be a part of the marketing. Entrants should address how the sustainability goal relates back to the overall brand and business strategy.

Criterion for this award is the result of behavior change toward more environmentally sustainable choices, with these elements being considered in judging:

- o Awareness – Making the audience aware of a sustainable product, service or action.
- o Trial – Trying the sustainable product, service or action for the first time.
- o Product/Service Substitution – Switching to a more sustainable product, service or action.
- o Change in Use – Using a product/service more sustainably than before or taking a more sustainable action.

Enter your case into one of the following categories:

- Environmental – Brands
- Environmental – Non-Profit

Positive Change Social Good

For marketing efforts proven effective in solving/impacting a social problem or in expanding an existing program in ways that benefit our society. This is about creating positive societal and cultural change, challenging the established status-quo and changing accepted norms and stereotypes that create societal inequalities with inspired action. Examples include initiatives that tackle food poverty; access to healthcare or education; creating a more

diverse, equitable and inclusive society; or creating equal opportunities at work and in wider society for all members of our society. Any effort that sets out to give back in some way for the greater good is eligible to enter, and any/all marketing efforts, whether full campaigns or unique efforts within a campaign are eligible to enter as long as measurable results exist.

Enter in one of three sub-categories:

- Social Good – Brands
- Social Good – Non-Profit
- Social Good – Diversity, Equity & Inclusion