

EFFIE AWARDS ANALYSIS

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GAME CHANGERS

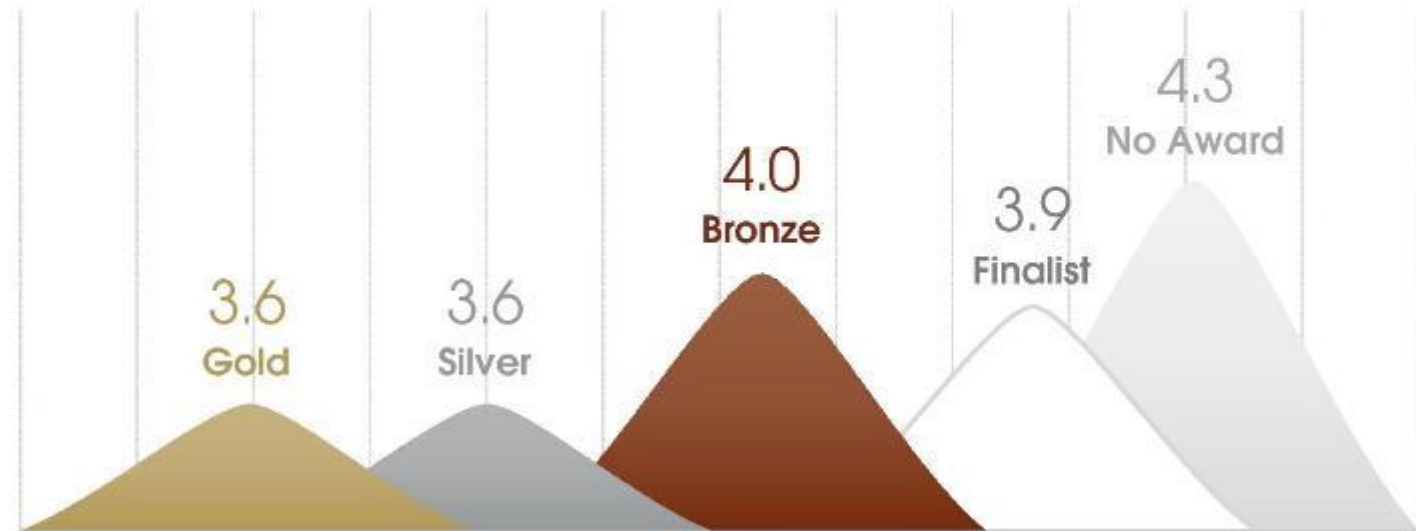


WHEN IT COMES TO OBJECTIVE, LESS IS MORE

Marketers will agree that every campaign, regardless of success, should have clear objectives, and effectiveness is defined, either in part or completely, by the ability to deliver on these objectives.

One common mistake marketers may be making is trying to do too much at once. A finding coming out of this analysis is that work that is judged to be most effective has less objectives than work that does not win awards.

Average Number of Objectives



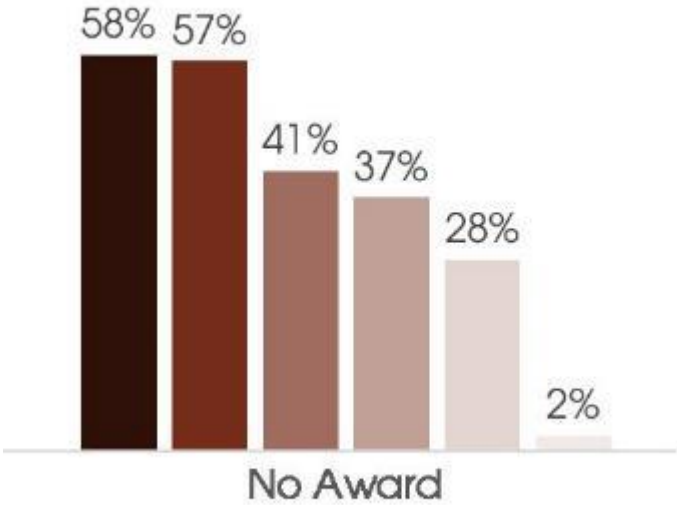
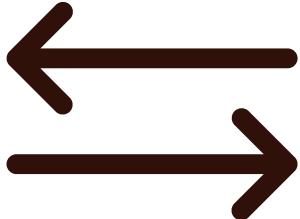
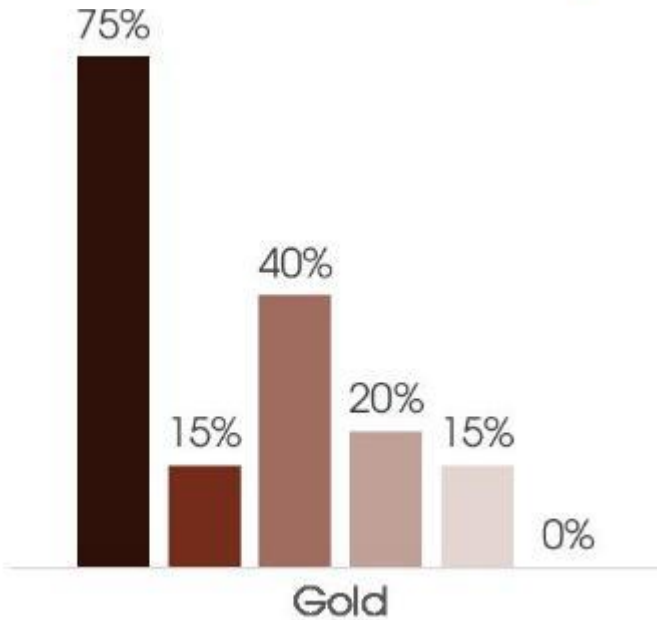
Data from all Effie 2019 entries

DOING THE RIGHT RESEARCH IS IMPORTANT: STRATEGIC RESEARCH THE MOST COMMON METHODS USED BY HIGH LEVEL AWARD WINNERS

Early research allows for the findings to impact the final work, rather than just being used to grade the work. Those with no award over-index on both “did no research” and claiming that tracking was primarily research conducted, which indicates that no specific research was conducted to aid development of the work entered.

All Research Conducted

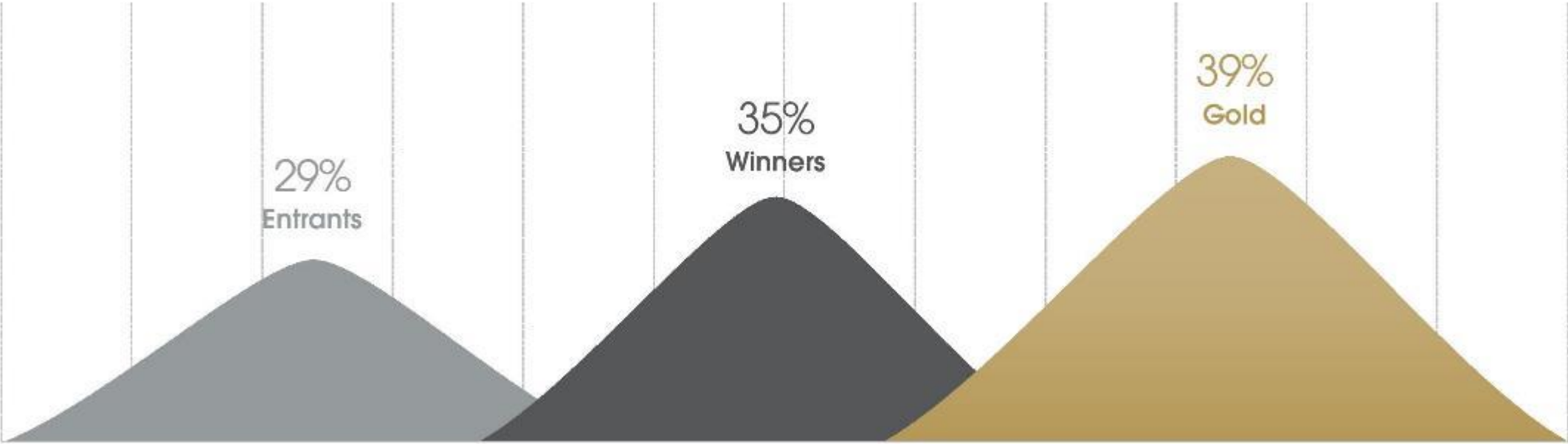
● Strategic ● Tracking ● Focus Groups ● Positioning/Concept Testing ● Copy Testing ● Neuroscience



SPENDING LESS CAN ACTUALLY DRIVE EFFECTIVENESS

40% of Gold winners spend less than \$500k, compared to only 30% of all Entrants

% Spend less than \$500k



Data from all Effie 2019 Entries, claimed media expenditure



EFFIE WINNERS ARE MORE LIKELY TO DEMONSTRATE REVENUE GAIN OR NEW CUSTOMER ACQUISITION, AND LESS LIKELY TO SHOW INCREASES IN AWARENESS AS THE PRIMARY RESULT.



INCREASING AWARENESS IS RARELY THE MAIN OBJECTIVE FOR EFFIE WINNERS

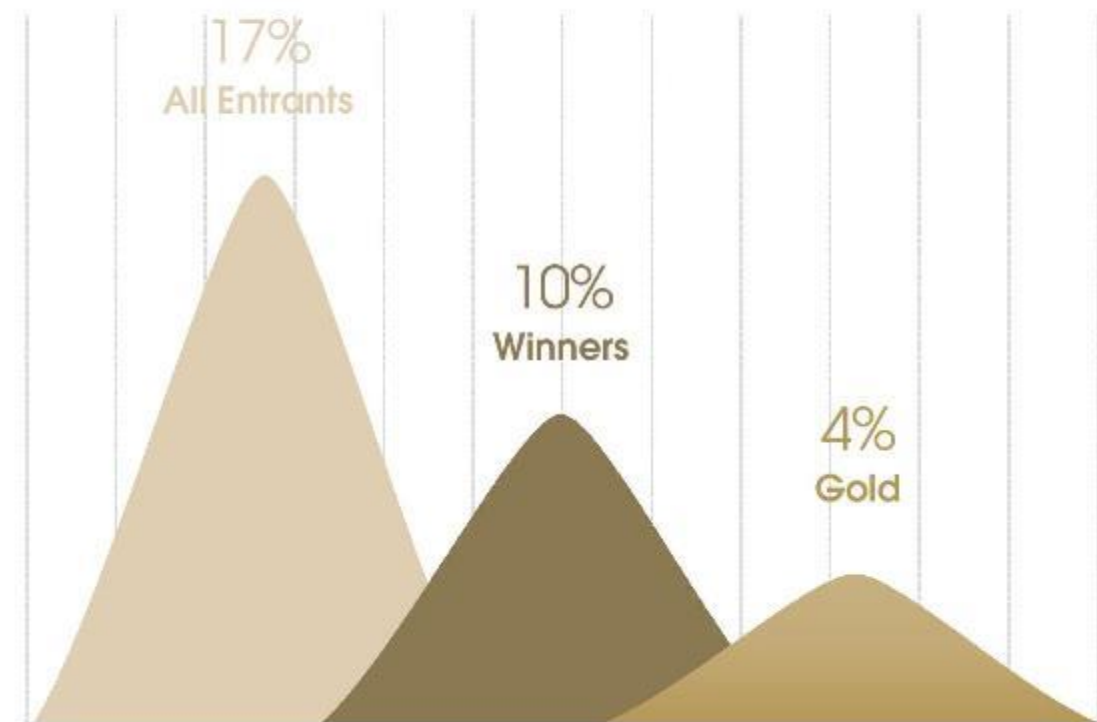
Increasing awareness is a crucial part of growing brands, across almost all categories and verticals, so why is it less likely to be seen as effective in the eyes of judges? The clue is in the final part of the last few data points “...as the primary result/objective.” Marketers who are rewarded for effectiveness do more than just increase awareness. It’s typically **not the primary objective** or result, but it’s **still a claimed result** for nearly half of entrants, whether they win an award or not.

Increasing Awareness as a claimed result



Data from all Effie 2019 Entries, claimed Any Result – Awareness Shift

Increasing Awareness as Primary Objective



Data from all Effie 2019 Entries, claimed Primary Objective – Increasing Awareness

INCREASING AWARENESS... AND WHAT ELSE?

Focusing just on the winning entrants, we see that 77% tie increasing awareness with a **strategic perception shift**.

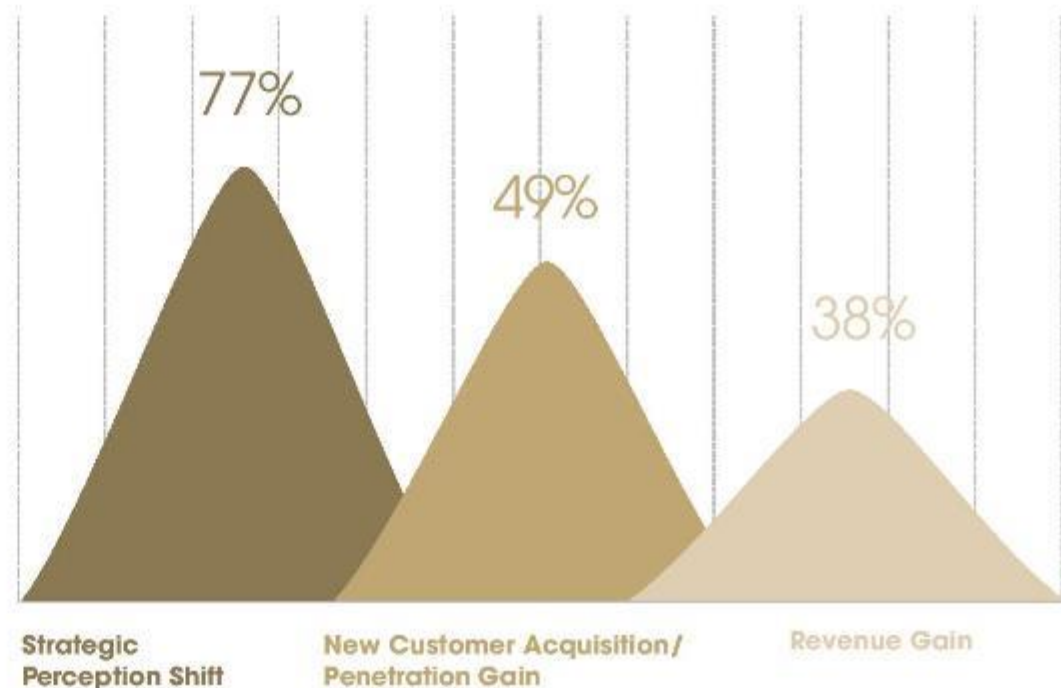
That compares to only 46% of entrants who claim a strategic perception shift and 49% of winners who report this as a result.

There has been a long running debate in marketing and advertising, about whether “any publicity is good publicity” or, as Oscar Wilde once put it “The only thing worse than being talked about is not being talked about.”

Well, for marketers to be effective, it seems that it’s also important what people say about you and what they think of you—it’s not enough for them to just know you exist!

What your brand is known for is important.

Results achieved in tandem with Awareness Shift



Data from all Effie 2019 Entries, claimed Any Result + Awareness Shift

SUMMARY

1. Objectives

Quality over quantity when it comes to the number of objectives.

2. Insight and Strategic Idea

Doing Strategic Research is important.

3. Spending

Weak creative idea can't be compensated by higher spending

4. Results

Effie Winners are more likely to demonstrate revenue gain or new customer acquisition, and less likely to show increases in awareness

**BE
SURE.
ACT
SMARTER.**

GAME CHANGERS

