

media effies

case study #1

Effie champions the practice and practitioners of marketing effectiveness. Below, we feature two examples of successful Media Effie cases. We encourage you to review these case studies and the feedback judges provided.

Beercade

McKinney / Big Boss Brewing Co
2014 Silver / Media Idea

[Read the case study.](#)

[See the creative reel.](#)

[View the case summary and credits.](#)



Judge Insight:

"The strategic challenge is real, and was solved by a unique media idea. This idea is uniquely tied to the brand given the names of the beer."

"The idea & execution of the arcade game is pretty brilliant. The number of factors from game development to product design, and engineering made this really special."

media effies

case study #2

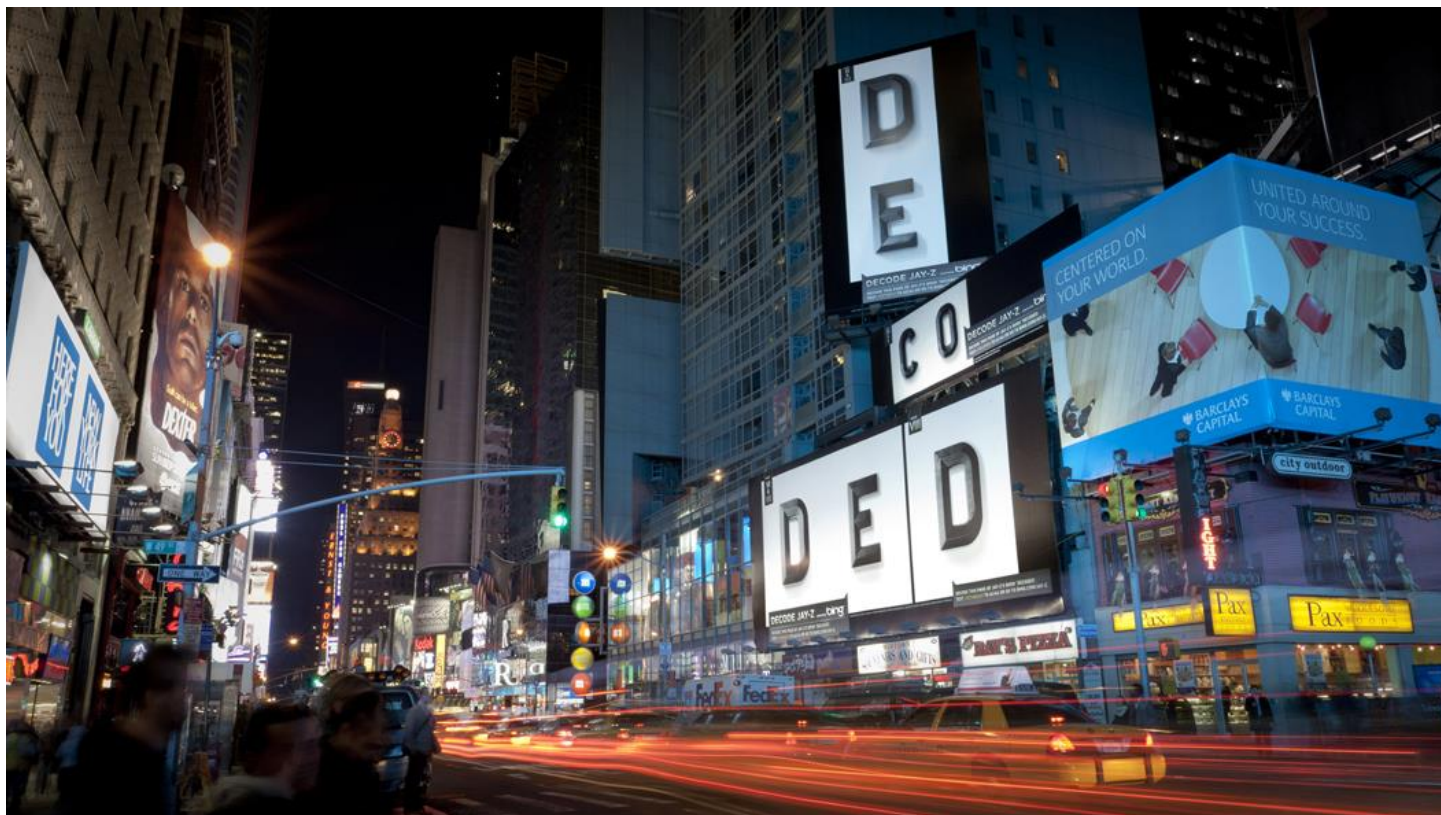
How Microsoft Created a Search Engine for a New Generation

Droga 5 / Microsoft Bing
2012 Gold / Media Innovation

[Read the case study.](#)

[See the creative reel.](#)

[View the case summary and credits.](#)



Judge Insight:

"The media placement was so strong, and the campaign was brilliantly executed. The use of 'non-traditional' and first to market media channels is excellent, as well as the interactivity of the media- digital, search & OOH."

"The case does a good job of explaining how they used existing media in an innovative way, and why their results matter."

additional help

To see additional winners, visit Effie's [Case Study Database](#).

Entering the Effie Awards

In addition to reading these winning cases, entrants are advised to thoroughly review the [Effie North America Entry Kit](#) and [Advice From the Jury](#) documents. These materials will help you prepare your effective work for the competition. Additional resources will be posted in early September.

You can review all Effie North America Entry Materials here:

- 📎 [North America Program Page](#)
- 📎 [Download North America Entry Materials](#)