

case study samples

On the following pages, four examples of successful cases from the North American Effie Awards are featured. We encourage teams to review these case studies and the feedback judges provided.

Please note that as part of Effie's publication policies, entrants have the opportunity to edit their submitted case study to redact sensitive information from the published version. Some of these sample case studies have been edited. Edited case studies are designated by a note in the bottom right-hand corner of the case study PDF.

Reviewing these past winning case studies is encouraged; however, please keep in mind that some detailed information reviewed by judges may have been cut from the published version. For example, the published case study may have specific objectives or results removed. Additionally, Effie does not endorse a single, specific formula to follow when it comes to crafting an effective entry. Different situations call for different methods of storytelling, objectives, metrics, etc.

When writing your entry, thoroughly review the questions and detailed instructions within the entry form and review the entry resources, outlined below, for further guidance.

Additional Case Study Samples

Even if you are not entering one of these specialty groupings or competitions, there are still lessons to be learned in the way entrants share their story.

- 👉 **Health Effies**
- 👉 **Media Effies**
- 👉 **Shopper Marketing Effies**

To see additional winners, visit Effie's **Case Study Database**.

Advice From the Jury

Each year, Effie asks judges to provide advice for the next year's entrants. Advice is provided on each of the four scoring sections, the creative elements, and the entry overall.

- 👉 **North America**
- 👉 **Shopper Marketing**

Download the Entry Kit, Form, and Additional Resources

Review full competition rules, category definitions, and download entry materials.

- 👉 **North America**
- 👉 **Shopper Marketing**

Entry Kit Breakout Documents

For easy access to popular parts of the entry kit, review the links below:

- 👉 **Confidentiality & Publication Policies**
- 👉 **Creative Reel Guide**
- 👉 **Additional Data Collected in the Online Entry Area**

Entry Webinars

Webinars will be available in late September on **Effie's YouTube channel**.

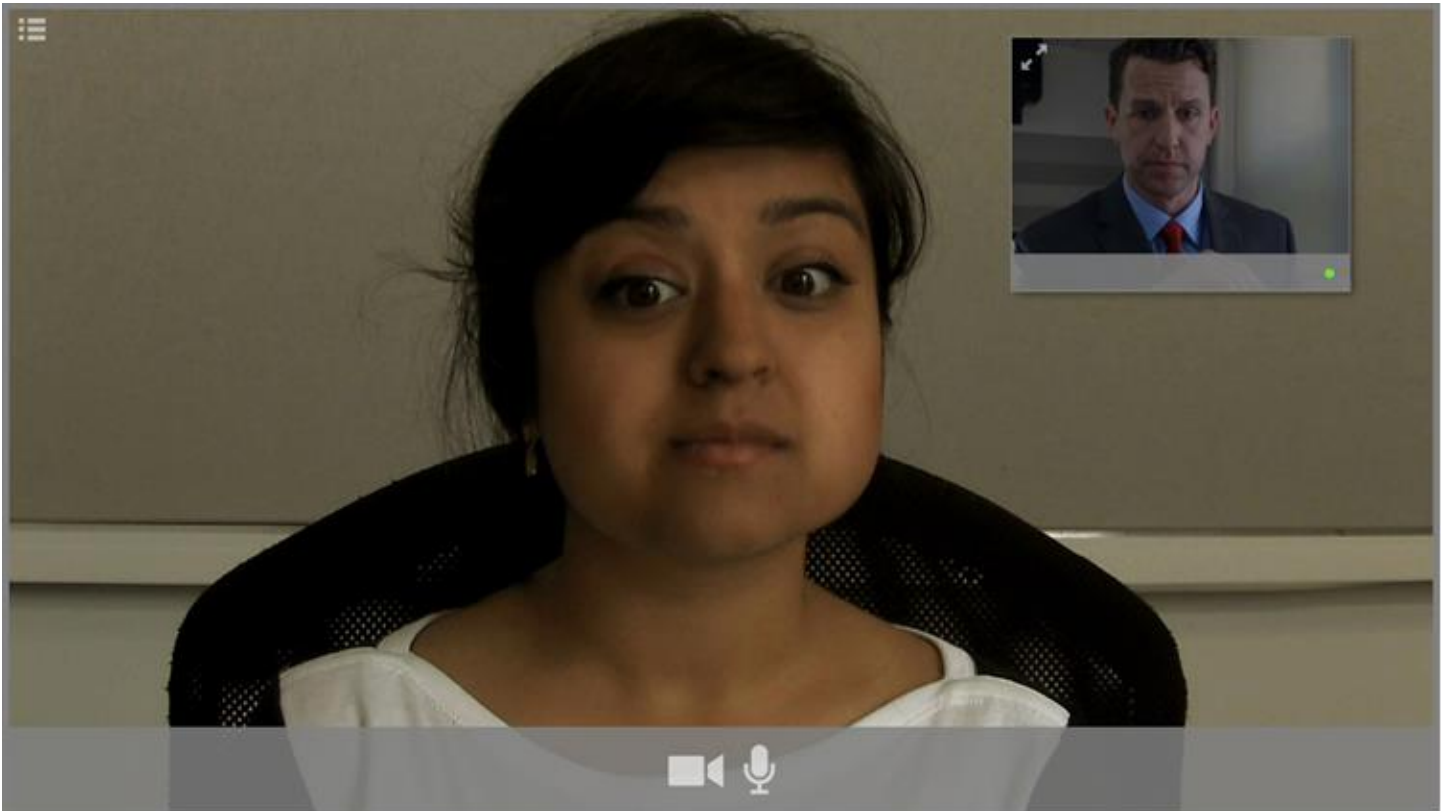
case study #1

World's Toughest Job

Mullen Lowe U.S. / American Greetings
2015 Grand / Retail

Read the case study.

View the case summary and credits.



Judge Insight:

"Lovely insight. Beautifully crafted."

"The idea was a bold and brilliant breakthrough approach to turning the challenge on its head. Punched well above its weight."

"Great understanding of the strategic issue and how to successfully solve the challenge."

case study #2

Madden NFL 25

Heat / Madden NFL

2015 Silver / Entertainment and Sports

Read the case study.

View the case summary and credits.



Judge Insight:

"Great explanation of the challenge and its impact on results."

"Significant, compelling strategic challenge solved with an extremely entertaining and relevant big idea derived from a deep understanding of the target and (sub) culture within which they operate."

"Clear, concise, quantifiable objectives and significant results that tied back to them. Extremely well written. The author of the case clearly knows the Madden brand, the NFL, and what drives die-hard Madden players to gleefully waste uncounted hours pwnng their friends."

case study #3

From Mystery Meat to Meat You Can Trust

TAXI Inc. / Applegate
2014 Gold / Packaged Food

Read the case study.

View the case summary and credits.



Judge Insight:

"They show a powerful insight into the category and a great consumer insight that brought it all to life in a funny and truthful way."

"The set up and challenge were compelling. Funny creative. Great results."

"Powerful differentiated insight with courageous creative."

case study #4

Building & Evolving an Icon for Long-Term Growth

BSSP/Ocean Media LLC / Priceline.com

2015 Bronze / Sustained Success

Read the case study.

View the case summary and credits.



Judge Insight:

"They told the story well. We understand how they worked to create relevance throughout the years. The case allowed us to clearly see the evolution of the brand."

"The idea and how they brought it to life were great; it's entertaining and memorable."

"The research-backed insight was quite strong.

While focusing on savings on travel seems simple enough, it had a profound impact on their strategy and overall creative direction, which clearly drove huge success."