

# judge advice

# scoring sections

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## SCORING SECTION 4: RESULTS

Questions 4A-4B

Judges are looking for **direct correlations between real objectives and results**. For example, if the objective is to improve brand awareness, the proof cannot be an increase in sales. If you achieved additional results, explain what they were and why they are significant. If you did not achieve a particular objective, explain this. Make a compelling argument **why the communications is linked to the results achieved** rather than a different factor and make a compelling argument regarding why the results you achieved are significant.

**"Results are critical. Show how your results tie back to the challenge and objective, and focus on how the big idea drove these results specifically."**

Entries range from small cases in regional markets to nationwide blitzes. Judges take into account the environment in which each case exists. It is important to **include category and retailer context**, as judges may not be knowledgeable of the nuances of your particular category or retailer situation. For example, a small percentage move in a highly-segmented, high volume category is more difficult to achieve than a large percentage change in a small, less-competitive or non-competitive category. Likewise, a large sales increase for a product that has never advertised before might be less impressive than a smaller sales increase for a product that has no budget increase but changed its marketing communications strategy.

## KEY REMINDERS

- **Restate objectives/KPIs** in the results section so judges can easily reference this information.
- Provide **context** with historical data, industry benchmarks, competitors, etc.
- Explain why the results you are presenting are important. How did the results tie together and **impact the brand and business**?
- Identify changes in barriers & behaviors if applicable.
- Explain how you know it was your marketing efforts that led to the results.
- **Retrofitting objectives is one of the most common judge complaints.**
- Eliminate or address other factors in the marketplace that could have contributed to your success. Judges value honesty – they are senior members of the industry and will downscore where information is withheld.

## DATA

- For confidential information, proof of performance may be indexed or provided as percentages.
- If you cannot provide certain business results, explain why you cannot or why they are less important. Think through creative and meaningful ways to present the significance of the results you cannot share. For example, the results achieved were the equivalent of opening a new 200,000 sq. foot store in that market. When key metrics are withheld without explanation, judges typically imagine it is because the results were weak.
- **Charts and graphs** are useful tools to present your data clearly.
- Including results after August 31, 2017 (September 30, 2017 for Seasonal/Event) will result in disqualification.
- Entrants must source all data (source, type of research, dates). Do not include any agency names in sources. See the sourcing section of the entry kit for full details.

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## JUDGE ADVICE: RESULTS

- "Results weren't **tied back to shopper insights** across a number of cases. Many cases were big, national consumer promotions submitted as shopper marketing - and this came out in the results area."
- "Establish clear goals from the on-set and be diligent about score carding the results. Include sales and in-store traffic metrics as well."
- "There was a significant amount of obvious hyperbole and loose connection to strategic goals. Entrants should focus on using the results to tie up their story in a neat bow."
- "Too many entries failed to **quantify the true impact of their work**. Many could benefit from more extensive measurement before, during and after campaigns to show the net change in perceptions or behaviors. Too many squishy KPIs."
- "Clearly demonstrate the business results. The more context the better."
- "Some results were just sloppy and did not align with the objectives established up front. If you set a sales goal, give some context as to why that goal is relevant; **don't just report a metric without some context**."
- "It's all about the results, right? I felt that many cases could show that the work was somehow linked to a movement in sales, but they were weak in **being clear about specifically how the work was effective** in driving sales and/or what specifically the work affected in order to drive sales."
- "Provide benchmarks, provide rationale for goals, and illustrate how the work presented drove the results."
- "**Isolate your results by eliminating other variables**. And don't cook the results. Lots of misleading stats, charts, etc."
- "Don't fudge the results. Your peers will know. **Honesty is more effective**. We have all had wins and we have all had fails. Every campaign does not need to be perfect."
- "Make sure you provide **context**. If you show results, help the judges understand if the results are good and why. Explain what the numbers mean - don't just say 'engagement.' Define engagement."
- "The best cases really **tied the solution to a clear problem and shopper insight**. This made for a very insightful approach and solid plan."

**"Tie together the story of how your work drove the results - the best cases did this seamlessly, the worst cases just threw the results out there as somehow a self-evident proof of the value of the work without explaining why or how."**



**effie insight:** Entries that provide an explanation of why the results are significant to the business of the brand tend to perform better in the Effie competition.

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## JUDGE ADVICE: METRICS

- "Some of the cases used very soft measurement for results like CTR, or visits to sites. These measures are a start but should not be the ultimate goal. There needs to be concrete business results."
- "In addition to marketing goals, I would love to see business metrics tied to those goals. In other words, how was a \$10mm spend with a \$4mm uplift in sales really a win? Yes perception changed, or awareness rose, but **how did it move the business?**"
- Sales growth (brand and category), ROI, brand equity improvement and **shopper behavior change**."
- "**Change in attitudes** or behaviors regarding the shopping experience of the category or retailer."

## Hear from the Judges



Michelle Chin  
Head of Marketing &  
Product Development  
Godiva

*The importance of metrics.*

## JUDGE ADVICE: LINKING OBJECTIVES & RESULTS

- "The strongest cases immediately and overtly **tied back to objectives**."
- "Saying things like 'exceeded by 520%' just makes me think that the objectives were stupid rather than results being good."
- "While they all cite results, sometimes the results are not adequately tied to the stated objectives, or the KPIs aren't appropriate for the goals."
- "Clearly tie results back to your initial objectives. When the results presented felt vague or disconnected from the case objectives, I found myself assuming that this was due to an absence of truly convincing positive metrics to be shared."
- "I would **copy and paste your objectives/KPIs into the results section** - and without fanfare, call out exactly what the result was. I found I had to scroll up every time to see if the KPI reported on was the one they actually took."

## JUDGE ADVICE: OTHER MARKETPLACE FACTORS (QUESTION 4B)

- "Admit more and provide real-world context: give credit to things like economic trends in addition to your campaign. **You'll gain credibility by being honest about all the factors that created success.**"
- "I'm more likely to believe your campaign was effective if you acknowledge what other factors might have driven results and give me some reasons to believe they weren't responsible in this case."
- "It is always an advantage to define any potential 'other' factors that might have affected results and discount them rather than simply saying 'no other factors'."