

judge advice

scoring sections

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SCORING SECTION 2: INSIGHTS & STRATEGIC IDEA

Questions 2A-2B

Judges evaluate how inventive the Idea and the strategy behind it is in meeting the Challenge and how closely the idea, strategy and results address the Challenge.

Entrants must identify shopper barriers that existed and how they were leveraged or addressed. It is helpful for judges to understand the shopper behavior that you were looking to change and to indicate shopper nuances between retailers, if applicable.

Judge Advice on the Insight

- "Show me a great insight and your ability to bring that insight forward into a new opportunity for activation."
- "Entries need a translation of insights to execution because clearly understood the insight and simplified the category effectively (visually and with user friendly tools) for consumer."
- **"Don't skimp on the insight"** - give a lot of thought as to what you choose as your key insight. If it doesn't feel fresh and connected to the story you are telling and the creative you developed, you don't have a winning entry."
- "Be sure your programs are shopper marketing focused and **rooted in shopper insights, not consumer.**"
- "I would like to see this section focus on audience insights that demonstrate a deeper understanding beyond demographic statistics - uncovering **a new truth that taps into a hidden motivation**, barrier that the brand and campaign idea uniquely delivers against."
- "Really bring your insight to life. How did you find it? Why is it an insight and not just a piece of information about your target or your challenge? How does that insight relate to what else is happening in the category or what is happening with the consumer. **How is your brand uniquely positioned to take advantage of that insight?**"

Hear from the Judges



Tina Manikas
President
FCB/RED

Defining a shopper insight.

Defining a Shopper Insight

- "A true shopper insight should be rooted in an understanding of why shoppers do or do not purchase certain products/categories. It should lead to actionable ideas to grow key shopper metrics, and should ultimately **focus on conversion, not consumption.**"
- "A verified understanding of shopper perceptions or behaviors that can **generate actionable ideas.**"
- "It is an intimate understanding of the problem/solution that the shopper is facing/seeking that is connected to their emotional framework and may relate to desire, inspiration, fears, worries, hassles etc."

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JUDGE ADVICE: STRATEGIC IDEA

- "Digs deeper into their consumers and draw links to their brand. A great idea is meaningless if it doesn't **reflect on the brand**."
- "Look for ways to tie the insight to the idea **without losing sight of the product**."
- "The **idea** is the pivot which turns the smart analysis of the problem into a **unique solution** that none of our competitors could emulate. Too many idea statements were generic and displayed no deep consumer understanding."
- "The idea needs to tie directly back to the consumer insight and not be the tactical execution that was deployed. The idea needs to be **crisp**, but also tell the judge enough detail so that it is **easy to understand** how the team arrived at this idea and why it is **meaningful** to the brand and campaign."
- "The idea is **not** a recitation of the tagline!"
- "Many of the idea articulations were not ideas. They were descriptions of the goal of the program or they were an articulation of what the program was, not the idea behind it."
- "The idea needs to be **directly related to attacking the insight**."
- "Ideas should be **a compass** that guides how the brand **speaks** and **behaves**. It's a creatively expressed go-to-market strategy. Far too many cases are just listing taglines or communication principles without framing ideas that also guide activation."
- "The idea is something that should **link to the shopper insight**, the **market need** and the strategic **challenge**."
- "Seek rich, unique shopper insights – that's the key to unlocking a unique, breakthrough idea."
- "Your idea should be something that can be **leveraged**, is **ownable**, and is **memorable** to shoppers."

"If you can't explain an idea in one sentence, then you don't have an idea."