

CASE STUDY SAMPLES

Effie champions the practice and practitioners of marketing effectiveness.

Below, we feature two winning cases and the teams that created them.



2011 Grand-Beauty Products & Services Category

Old Spice: The Man Your Man Could Smell Like

👉 [Click here to see the case summary and credits.](#)

👉 [Click here to view this sample case study.](#)

2012 Gold-GoodWorks-Brands

AT&T: Convincing Youth Not to Text

👉 [Click here to see the case summary and credits.](#)

👉 [Click here to view this sample case study.](#)

Watch the creative reels for a selection of recent Effie Winners:

👉 [Click here to view the reels at Effie's YouTube Channel](#)

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

ENTERING THE EFFIE AWARDS

In addition to reading winning cases, entrants are advised to thoroughly review the **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 American Program Page

👉 http://www.effie.org/award_program/partner/26

Download Entry Materials

👉 http://www.effie.org/26/entry_details/2

AWARDING IDEAS THAT WORK ®

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