Agenda

• Standard Judging Sessions Benchmarks Reminders

• Online Judging Guidelines
  > Jury Training
  > Round 1 Judging
  > Round 2/Final Round Judging
  > Grand Judging

• Notifications & Finalists Announcements

• Sponsorships Ideas

• Scoring Review & Awards
Benchmarks for Successful Judging Sessions Remain for Online Judging

- 2 judging rounds
- Discussions at judging sessions
- Diverse mix of judges - veteran, new, client, agency
- Judging event sponsors
- Judging evaluation / Feedback Form
Judging is not only an evaluation process, it is:

**Education**: reading and evaluating cases help judges reflect and improve on their own work

**Forum of the industry**: bring together judges from different backgrounds with diverse expertise and inspire them to learn from each other

**Sponsorship**: hosting judging sessions can be an important part of the sponsorship package; inviting potential sponsors to judging could also be a great way to expose them to Effies.

**Raise Brand Awareness**: help raise Effie’s brand awareness in the market and encourage future participations
Effie programs have a two-stage judging process. Both judging rounds should occur in person.

Discussion should be a part of the process and should be moderated by an Effie organizer/veteran judge to insure it stays on topic and on time. However, the scoring itself must be anonymous and confidential.

Round One
The jury reviews each entry to evaluate case success in achieving its specific marketing objectives.

There are two options for reviewing cases in Round One:

A. Cases are reviewed in their category. If this option is selected, entries in a specific category cannot be split across juries.

B. Cases are evaluated, on a 10-100 scale, without comparison to other entries in their category. This is the recommended model for Round One.

Recommended Number of Judges for Round One = # of cases X 7/20
It is suggested that each entry in Round One be judged by a minimum of 7-10 jurors. Each entry in Round One must be reviewed by a minimum of 5 different judges, thus providing five or more scores.

Judges should always sign a confidentiality form.
Judging

Round Two/Final Round
In Round Two, the short list of finalists is judged. All finalists of one category are reviewed at the same time. Finalists in a category cannot be split across judge rooms.

All decisions regarding Effie finalists and winners are at the discretion of the individual Effie program, based on anonymous review of the judging scores by the judging committee and chair.

Recommended Number of Judges for Final Round = # of cases X 10/20
It is suggested that each entry in Round Two be judged by a minimum of 10-15 jurors. Each entry in Round Two must be reviewed by a minimum of 7 different judges, thus providing seven or more scores.

No more than 10 cases can be assigned to a judge in a half-day and no more than 16 cases for a full day.

Judging guidelines can be found thru here.
Grand Judging
All cases reviewed by the Grand Jury have been through two rounds of judging. All Gold or Top-scoring Gold are chosen for the Grand Judging.

The Grand Effie judging format is:
1. Judges read a case, see creative for that case and rank each case 1-x without discussion. (1= most effective case, x (depends on the number of contenders) = least effective case)
2. Once all cases have been reviewed and scored initially, rankings will be tallied by Effie staff and posted.
3. Jury will then discuss cases.
4. Jury will reach consensus on the Grand Effie winner.

We recommend no more than 10 Top-Scoring Gold cases to be judged in the Grand Judging round. Accordingly, there should be at least 10-12 senior executives in the marketing community judging.

As in other judging rounds, Grand judges should sign an confidentiality form.

We recommend the recording of the Grand Judges comments during or right after the session. This is valuable footage to be used in the Gala and other events and purposes.
Cases Disqualification

A judge can mark a case for disqualification if she/he believes the entrant has violated one of the published rules for disqualification.

If a judge wishes to disqualify a case she/he should mark it for disqualification on their score sheet/in the software, state the reason why and then go on to score the case anyway.

A separate Judging Chair and Committee (who do not participate in judging) should review any cases marked for disqualification and determine if the reason is legitimate.

If a case is disqualified, the entrant should be notified of the reason why so they can improve in future. Every effort should be made to insure no case is ever disqualified via a rigorous review process by the Effie Partner in advance of judging – please see Effie WW’s guidelines on reviewing entries.
Jury Representation

- Expertise:
  CMOs, Planners, Strategists, Media, Creative, Research/Academy should all be represented on the jury across the full spectrum of the marketing community.

- Companies: Client & Agency – 50/50
  On the advertisers’ (client) side – both large and small companies across the entire marketing spectrum (both product and service categories) should be represented.
  On the agency side - a diversity of firms from full service agencies to media agencies to digital and PR agencies should be represented.

- Gender: Female/Male – 50/50

- Geographical representations
### Examples of Jury Titles

#### Round One (R1)

<table>
<thead>
<tr>
<th>Agency</th>
<th>Client</th>
</tr>
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<tbody>
<tr>
<td>VP/SVP</td>
<td>Director/Sr. Director/VP</td>
</tr>
<tr>
<td>Account Planning/Account Director</td>
<td>Brand</td>
</tr>
<tr>
<td>Creative</td>
<td>Creative</td>
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<tr>
<td>Digital/Social</td>
<td>Marketing</td>
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<tr>
<td>Media</td>
<td></td>
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<tr>
<td>Strategic Planning</td>
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<tr>
<td><strong>Executive Creative Director</strong></td>
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<tr>
<td>*EVPs may go to Round One for smaller agencies</td>
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</tbody>
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#### Final Round (R2)

<table>
<thead>
<tr>
<th>Agency</th>
<th>Client</th>
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</thead>
<tbody>
<tr>
<td>EVP (big agencies generally)</td>
<td>VP/SVP/EVP</td>
</tr>
<tr>
<td>Account Planning/Account Director</td>
<td>Brand</td>
</tr>
<tr>
<td>Creative</td>
<td>Creative</td>
</tr>
<tr>
<td>Digital/Social</td>
<td>Marketing</td>
</tr>
<tr>
<td>Media</td>
<td></td>
</tr>
<tr>
<td>Strategic Planning</td>
<td>*If the VP is the highest level marketing executive listed, they belong in R2. If there are SVP/EVPs of Marketing or a CMO, VP can go to Round One.</td>
</tr>
<tr>
<td><strong>C-Suite</strong></td>
<td>C-Suite</td>
</tr>
<tr>
<td>Chief Executive Officer (CEO)</td>
<td>Chief Marketing Officer (CMO)</td>
</tr>
<tr>
<td>Chief Creative Officer (CCO)</td>
<td></td>
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<tr>
<td>Chief Digital Officer (CDO)</td>
<td></td>
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<tr>
<td>Chief Strategy Officer (CSO)</td>
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<tr>
<td>President</td>
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Jury Recusal

• In both Round One and Two, judges must recuse themselves from judging a case/category if it poses a conflict of interest. In particular, judges should recuse themselves from a particular case if it is from the agency or company where they work.

• For example, if a Pepsi representative is judging a specialty category such as “New Products” and there is a Pepsi campaign, he/she would personally recuse from the case. However, if the Pepsi representative is judging a Beverage category, he/she must be removed from judging the entire category. The above also applies to agency representatives and cases in which their agency was involved.

• When assigning judges and cases to specific sessions, Effie organizers must make all reasonable efforts in advance to eliminate the need for recusal.
Reminders

• Each Effie partner must insure that both veteran and new jurors serve on a jury each year and that the jury rotates on a regular basis.

• Recommendations of jurors must be taken from the full marketing community and must represent the full marketing community – it is not allowed to limit the jury to any one or any several marketing organizations in the industry.

• We currently require: two different juries for two rounds of judging, limited jury terms and a mix of experienced and new judges in order to keep the panels fresh, to eliminate the possibility of bias and to involve more people with the program.

TIP: We recommend you adding to your website a Judging Application form.
After Each Judging Session...

- We encourage each Effie partner to provide a survey for judges participating in each round to evaluate their experience. These are valuable feedback each program should take in consideration when planning its programs.

- The template of the Judging Evaluation Form can be found thru here.
Online Judging
List of Key Resources & Important Documents PRIOR TO JUDGING DAY(S)

- Email Invitation to each Judge - Suggested template can be found [here](#).
- (Recommended) RSVP portal for judges to confirm attendance. Effie Worldwide use [Aventri](#), however, there are many other available.
- Email with Judging sessions details and instructions to each confirmed judge – Suggested template can be found [here](#).
- Judging Guides:  
  - [Moderator Guide](#)  
  - [Round 1 Judges Guide](#)  
  - [Round 2/Final Round Judges Guide](#)  
- [Confidentiality Agreements](#) to be signed by All Judges & Moderators.

We strongly recommend Judges training sessions prior to judging sessions days
PRE-TRAINING DAY, Judges & Moderators should receive by email:

• Judging Guides:
  - Moderator Guide
  - Round 1 Judges Guide
  - Round 2/Final Round Judges Guide

• Visual Portal Overview (Example provided is based Effie Universal Competition Software – please provide step by step of your local software to be used accordingly)

• Sample of Winning Cases: Please use local cases, or contact harris@effie.org for global cases.

This pre-training is meant for judges to familiarize with judging materials.
TRAINING DAY:
• Use Video Conference System (Zoom.us or a similar video conferencing system)
• The call should be led by Effie staff
• Duration: Over 40 minutes – Allow appropriate time to go over all materials, and answer all judges questions
• All judges must join the call for the entire time

During video conference call, Effie partner staff should go over the following:
• Effie Philosophy on scoring and go over scoring scales
• Overview of judging system and rules
• One or two examples of the winning cases provided to judges during pre-training.
• Have time for Q&A before ending the training.
List of Key Resources & Important Documents AT JUDGING DAY(S)

- Effie Universal Competition Software or another judging software. *(If a software is not available, at the very minimal, there should be a platform or portal for cases pdfs & creative reels review)*

- Zoom.us account or another video conferencing system account.

- A moderator for each jury group/room

- An Effie staff administrator accountable for each jury group/room

- Effie Judging Instructions Video.

- Judging Guides for reference
  - Moderator Guide
  - Round 1 Judges Guide
  - Round 2/Final Round Judges Guide

- Scoring Templates

- Scoring Scales
VIDEO CONFERENCE SYSTEMS:

There are wide variety of video conference systems available and ongoing development, and we welcome each partner to use in your online judging sessions the one you find most appropriate and suitable for your market.

With that said, Effie Worldwide has tested and approved Zoom in its Effie Awards United States Final Round Judging, and Effie Awards APAC has successfully hosted its judging rounds using the BlueJeans system.

Although both systems fulfill the needs to host positive online judging sessions, they both offer slightly different features.
# Zoom x BlueJeans Comparison:

<table>
<thead>
<tr>
<th></th>
<th>Zoom</th>
<th>BlueJeans</th>
</tr>
</thead>
<tbody>
<tr>
<td>Live Meeting Monitoring and Control</td>
<td>Live Meeting Monitoring and Control</td>
<td></td>
</tr>
<tr>
<td>Cloud and Local Recording</td>
<td>Unlimited Cloud Recording</td>
<td></td>
</tr>
<tr>
<td>Premium Audio</td>
<td>Premium Audio</td>
<td></td>
</tr>
<tr>
<td>Integrated Scheduling</td>
<td>Room System Calendar Support</td>
<td></td>
</tr>
<tr>
<td>Integration With Slack, Google Drive, Skype, Microsoft Outlook and others</td>
<td>Integration With Slack, HipChat, and Skype for Business</td>
<td></td>
</tr>
<tr>
<td>Video Webinar &amp; Conference Rooms</td>
<td>Private Cloud and Peering</td>
<td></td>
</tr>
<tr>
<td>Chat System</td>
<td>Custom Interface Branding</td>
<td></td>
</tr>
<tr>
<td>Support Available thru Email, Phone and Live Support</td>
<td>Support Available thru Phone and Training</td>
<td></td>
</tr>
</tbody>
</table>
During All Judging Rounds

• Judging Sessions should always be recorded.

• Judges are required to always be with its computer camera on, in video.

• Judges and Moderators must have signed Confidentiality Agreement and sent to Effie staff PRIOR to judging session.

CONFIDENTIALITY AGREEMENTS ARE ONLY NEEDED FOR PARTNERS WHO DON’T USE EFFIE UNIVERSAL COMPETITION SOFTWARE.
There are 3 ways of hosting Round 1 Judging Online.

Please find below the possible ways depending on the size of your market. *Effie Partners are welcome to choose which way is most appropriate for your local market within the available ways depending on your program size.*

- **Programs with 50 entries or less**
  - JUDGES OWN TIME
  - MIXED
  - ALL LIVE

- **Programs with more than 50 entries**
  - JUDGES OWN TIME
  - MIXED
The 3 possible ways for Online Round 1 Judging are in summary the following:

- **JUDGES OWN TIME** – Judges revise a mix of cases at their own time with the process ending with a live 40-60minutes video conferencing session for discussion of cases;

- **MIXED** – Judges review a mix of cases own their own but logged into a live video conferencing session. And every 2-3 cases/30-45minutes the moderator invites a mix of judges logged in the session to talk about a case she/he has reviewed that she/he enjoyed;

- **ALL JUDGES LIVE** – Judges revise the same cases all at the same time during live session with moderator and Effie staff as administrator.

In the coming slides we will go over the step-by-step for each of these 3 ways.
Round 1 Judging:
JUDGES OWN TIME

Using the JUDGES OWN TIME methodology, Effie partner staff should host the Round 1 Judging dates on specific X/Y date(s) pre-announced thru press releases and at its local Effie Awards website.

On days prior to specific X/Y date(s):

- ON THEIR OWN TIME, judges agree to confidentiality agreement and once Effie partner staff acknowledges receipt of it, Effie partner staff sends to judges link to their judging sessions in portal with the same amount of days (we suggest 3 or 4 days prior to X/Y date(s)) with assigned cases (Each judge would have assigned a random mix of 6-10 cases assign)

(At Effie Universal Software Competition, .PDF option turned off for security – judges must read across tabs).

During this 3 to 4 days prior to specific X/Y judging date(s):

- ON THEIR OWN TIME, judges review and score their assigned cases.
At the Round 1 Judging specific X/Y date(s) and time:

- Judges will sign-in to their judging session at Zoom.us (or similar video conference system)

- Call with be led by Effie partner staff and moderator.

- At the start of the session, Judges will introduce themselves, and Moderator will then remind judges of Round 1 scoring scale, and the score needed for a case to be considered a finalist.

- For 40 to 60 minutes, Judges will have the chance to share a great case they reviewed & why they believe that case was great. Fellow judges will be able to ask questions about case to judges or to Effie partner staff.

- During the 40 to 60 minutes, as judges share they “best/favorite” case feedback, the Moderator will be responsible to invite each of the judges to start their feedback. This is to avoid that judges jump into each other and to also allow all judges to have a chance to speak.
At the Round 1 Judging specific X/Y date(s) and time:

- There shouldn’t be more than 8-12 judges on any (40-60min) sessions (different Zoom.us calls links), and there should one moderator for each of the sessions.

- Once the live session is over, Moderator should thank all judges, remind them they will have now have time to finalize their scores and submit and it is also the Moderator who officially end the session.

- After the live session, judges will have time to adjust their scores and comments in software scoring portal and submit no later than 2 hours after the live session ended.

Reminder:
Each case should be reviewed by at least 7 judges.
Please find here Judge Quantity Calculator.
Using the MIXED methodology, Effie partner staff should host the Round 1 on specific X/Y date(s) pre-announced thru press releases and at its local Effie Awards website.

Up to 2 days Prior to Round 1 Judging specific X/Y date(s):
ONLY NEEDED FOR PARTNERS WHO DON’T USE EFFIE UNIVERSAL COMPETITION SOFTWARE

• Judges will receive by email Confidentiality Agreement and agree to it, sending back to Effie partner staff.

• Once Effie partner staff receives Confidentiality Agreement signed by judge, Effie partner staff will send judge Zoom.us (or similar video conference system) link to Round 1 Judging Session.
At the Round 1 Judging specific X/Y date(s) and time:

• Judges will sign-in to Zoom.us (or similar video conference system) link specific session.

• Video session with be led by Effie partner staff and moderator.

• There shouldn’t be more than 8-12 judges on any “room”/link session (different Zoom.us calls links), and there should one moderator for each room/link session.

• At the start of the session, Moderator and Judges will watch together (shared by Effie partner staff also in the “room”/each link) the Effie Judging Instructions Video.

• Moderator will then remind judges of Round 1 scoring scale, and the scores needed for each of the awards levels.
At the Round 1 Round Judging specific X/Y date(s) and time:

- Moderator will then announce each judge should start to review her/his first 3 cases;

- Moderator will give judges 45 min to review their first 3 cases. After time is up, moderator will invite 2-3 judges in the session to talk about any case already reviewed that they really enjoyed.

- After about 15 minutes of conversation, Moderator will invite judges to review another 3 cases.

- After every 3 cases/45minutes, moderator will invite 2-3 judges in the session to share about a case they reviewed and really enjoyed. After every 15min of discussion, judges will be invited to review the next 3 cases in their group of cases each of them were assigned with.

- After 6 cases have been reviewed and scored, there could be a 30min-1hr lunch break. Judges can leave from in front of his/her computer, but session should remain open.
At the Round 1 Judging specific X/Y date(s) and time:
• After the lunch break, moderator invites judges to review another 3 cases.

• After 45 minutes, moderator will invite 2-3 judges in the session to share about a case they reviewed and really enjoyed. After every 15 min of discussion, judges will be invited to review the next 3 cases in their group of cases each of them were assigned with;

• Once all cases (12-15 cases per judge) have been reviewed and scored, Moderator should remind judges they now have to finalize their scores for each case of the day and submit it.

• Moderator should also advise judges that they should only leave the “room”/link session after submitting the scores and comments for each case reviews on her/his session.

• For a full day session (9am to 6pm – including coffee breaks and lunch break), judges shouldn’t review more than 12-15 cases.
Using the ALL LIVE methodology Effie partner staff should host the Round 1 on specific X/Y date(s) pre-announced thru press releases and at its local Effie Awards website.

**Up to 2 days Prior to Round 1 Judging specific X/Y date(s):**

**ONLY NEEDED FOR PARTNERS WHO DON’T USE EFFIE UNIVERSAL COMPETITION SOFTWARE**

- Judges will receive by email Confidentiality Agreement and agree to it, sending back to Effie partner staff.

- Once Effie partner staff receives Confidentiality Agreement signed by judge, Effie partner staff will send judge Zoom.us (or similar video conference system) link to Round 1 Judging Session.
At the Round 1 Judging specific X/Y date(s) and time:

• Judges will sign-in to Zoom.us (or similar video conference system) link specific session.

• Video session with be led by Effie partner staff and moderator.

• There shouldn’t be more than 8-12 judges on any “room”/link session (different Zoom.us calls links), and there should one moderator for each room/link session.

• At the start of the session, Moderator and Judges will watch together (shared by Effie partner staff also in the “room”/each link) the Effie Judging Instructions Video.

• Moderator will then remind judges of Round 1 scoring scale, and the scores needed for each of the awards levels.
At the Round 1 Judging specific X/Y date(s) and time:

- Moderator will then announce the Category and case each judge should start to review, and every category and case after it, one by one.

- Moderator will give judge 10-15min to review each case. After time is up, judges and moderators will watch together (at the same time) the creative reel.

- After every 2-3 cases, judges will discuss the last 2-3 cases reviewed. After discussion judges will have additional 5-10min before moving together to review the next case.

- After every 4-5 cases are reviewed and scored, there could be a 10-15min break. Judges can leave from in front of his/her computer, but session should remain open.
Round 1 Judging: ALL LIVE

At the Round 1 Judging specific X/Y date(s) and time:

• After 7-8 cases are reviewed and scored, there could be a 30-60min lunch break.

• When judges return from lunch break, the process re-start all over again until all judges review at the same time all cases assigned to their specific “room”/link session.

• After the last case is reviewed, creative reel watch and discussion is concluded, Moderator should remind judges they now have to finalize their scores for each case of the day and submit it.

• Moderator should also advise judges that they should only leave the “room”/link session after submitting the scores and comments for each case reviews on her/his session.

• For a full day session (9am to 6pm – including coffee breaks and lunch break), judges shouldn’t review more than 15 cases.

Reminder:
Each case should be reviewed by at least 7 judges.
Please find here Judge Quantity Calculator.
Effie partner staff should host the Round 2/Final Round on specific X/Y date(s) pre-announced thru press releases and at its local Effie Awards website.

Up to 2 days Prior to Round 2/Final Round Judging specific X/Y date(s): **ONLY NEEDED FOR PARTNERS WHO DON’T USE EFFIE UNIVERSAL COMPETITION SOFTWARE**

- Judges will receive by email Confidentiality Agreement and agree to it, sending back to Effie partner staff.

- Once Effie partner staff receives Confidentiality Agreement signed by judge, Effie partner staff will send judge Zoom.us (or similar video conference system) link to Round 2/Final Round Judging Session.
Round 2/Final Round Judging

At the Round 2/Final Round Judging specific X/Y date(s) and time:

- Judges will sign-in to Zoom.us (or similar video conference system) link specific session.

- Video session will be led by Effie partner staff and moderator.

- There shouldn’t be more than 8-12 judges on any “room”/link session (different Zoom.us calls links), and there should be one moderator for each room/link session.

- At the start of the session, Moderator and Judges will watch together (shared by Effie partner staff also in the “room”/each link) the Effie Judging Instructions Video.

- Moderator will then remind judges of Round 2/Final Round scoring scale, and the scores needed for each of the awards levels.
Round 2/Final Round Judging

At the Round 2/Final Round Judging specific X/Y date(s) and time:

- Moderator will then announce the Category and case each judge should start to review, and every category and case after it, one by one.

- Moderator will give judge 10-15min to review each case. After time is up, judges and moderators will watch together (at the same time) the creative reel.

- After every 2 cases, judges will discuss the last 2 cases reviewed. After discussion judges will have additional 5-10min before moving together to review the next case.

- After every 4 cases are reviewed and scored, there could be a 10-15min break. Judges can leave from in front of his/her computer, but session should remain open.
At the Round 2/Final Round Judging specific X/Y date(s) and time:

- After 8 cases are reviewed and scored, there could be a 30-60min lunch break.

- When judges return from lunch break, the process re-start all over again until all judges review at the same time all cases assigned to their specific “room”/link session.

- After the last case is reviewed, creative reel watch and discussion is concluded, Moderator should remind judges they now have to finalize their scores for each case of the day and submit it.

- Moderator should also advise judges that they should only leave the “room”/link session after submitting the scores and comments for each case reviews on her/his session.

- For a full day session (9am to 6pm – including coffee breaks and lunch break), judges shouldn’t review more than 12-14 cases.
Up to 2 days Prior to GRAND Judging specific X/Y date and time:

• Selected 8-10 Top Industry executives should have received by email Confidentiality Agreement and Press Waiver, signed both and sent them back to Effie partner staff.

• Once Effie partner staff receives Confidentiality Agreement and Press Waiver signed by judge, Effie partner staff will send judge Zoom.us (or similar video conference system) link to GRAND judging session.

• Effie partner will have it ready to be reviewed the top scoring 8-10 Gold winning cases.

There shouldn’t be any repeat case. If a case has won Gold in more than one category, such case should be present for Grand Judging in only one of the winning categories. Sustained Success winners can’t compete for Grand.
At the GRAND Judging specific X/Y date and time:

- Judges will sign-in to Zoom.us (or similar video conference system) link specific session.
- Video session will be led by Effie partner staff and moderator.
- There shouldn’t be more than 8-10 judges.
- At the start of the session, Moderator and Judges will watch together (shared by Effie partner staff also in the “room”/each link) the Effie Judging Instructions Video.

  - Moderator will then remind judges of GRAND Judging Round scoring scale.

The scale should be used as a reference for Judges as their scores are only for the judges personal reference, to give themselves a perspective of the case quality.
At the GRAND Judging specific X/Y date and time:

- At their own time, each judge will score each case individually and send scores to Effie partner staff participating at the session.

- Once Effie staff has received the scores for each of the case from all judges, Effie staff will invite judges to go to an 30-min coffee break. During the break, Effie staff should total all scores for each case.

- After the break, judges should come back to video conferencing session. Moderator will announce the top 2 or 3 ranked cases and judges will start discussion on them.

- The Grand Judging session will end when judges come to a mutual consensus on the #1 Grand winner.
At the GRAND Judging specific X/Y date and time:

- Once the Grand winner has been selected, we recommend Effie partner staff to ask Moderator and each judge for a short statement on the winning case.

This statement could then be used during gala and for competition promotion on social media, etc.

- Once Moderator and all judges have given a statement, Effie partner staff can end Grand Judging session.
Judges should have clear understanding that cases with overall score below 75 will not be considered a finalist to move to the second round, so they can decide on the cases deserving scores accordingly.

Scoring Scales should always be handed to judges during judging sessions.
Scoring Scale – Round 2/Final & Grand Judging

Score Scale To Be Shared With Judges – Final Round

Effie Scoring Scale

*Judges should have clear understanding of the award levels scores ranges, so they can decide on the cases deserving scores accordingly.
Notifications
After each of the Judging Rounds, and scores are reviewed, we strongly recommend each of the entrants are notified. The recommended notification processes are the following:

ROUND 1 JUDGING: Once scores are reviewed and finalists moving to Round 2/Final Round Judging are selected, notifications to entrants should be sent to Finalists and Non-Finalists.

Notifications can be sent by email to the email registered as the entrant of the case.

Please find here templates to be used for the notification emails:

Notifications to Non-Finalists

Notifications to Finalists

When notifying FINALISTS, we strongly recommend attaching to the notifications emails the Next Steps as a Finalist guidelines.
ROUND 2/FINAL ROUND JUDGING: Once scores are reviewed and award levels are defined, winners and non-winners should be notified.

WINNERS cases: For winning cases, regardless of the award levels, notifications, which are sent by email, should be sent to the LEAD AGENCY contact, the CONTRIBUTING AGENCY 1, and the CLIENT. The first notification email to be sent out should be to the email registered as the entrant of the case (whether is the Lead Agency, a Contributing Agency, or the Client).

Please find here templates to be used for these notification emails:

Notifications to Winning Cases Lead Agency

Notifications to Winning Cases Contributing Agency

Notifications to Winning Cases Client
NON-WINNERS cases: For non-winning cases, notifications, which are sent by email, should be sent to the entrant main contact whether is the Lead Agency, the Contributing Agency, or the Client.

Please find here the template to be used for this notification email:

Notifications to Non-Winning Cases
Finalists Announcement
Once Winners have been finalized, after Round 2/Final Round Judging, we strongly recommend Finalists to be announced.

The announcement should happen in two ways: through a Press Release, and listed in the Effie partner’s website.

Please find here example how we have formatted winners and finalists announcement in the past. The editable template can be downloaded from here.

AFTER THE GALA, we recommend winners and finalists to be listed together on a journal, marking the conclusion of the Effie Awards program for each year and celebrating it.

Please find here example of this suggested journal format.

This winning journal can be printed or only digital. In addition to celebrating the awards conclusion, it is also a tool to generate more revenue to the program, as you could get sponsors to it.
Online Judging
Sponsorships Ideas
POSSIBLE SPONSOR IDEAS FOR ONLINE JUDGING:

• The Tech Brand/AdTech/Research Companies representatives gets to participate as a judge, the sponsor judge could give a short 5-10 minutes presentation with Q&A at appropriate time of the session day.

• A Sponsor platform could also be used to do judging if that is of interest. For example:
  - Facebook BlueJeans platform could be used for the video conferencing sessions, instead of Zoom.

• A Sponsor could also have benefits post judging like gala or sponsoring the local Effie report - where trends of the entrants’ cases and winning cases are analyzed and shared with the local marketing industry.
• For popular categories (which usually get lots of entries), you could bundle them to be sponsored together. For example:

  ✓ Valassis has sponsored Effie Commerce & Shopper categories;

  ✓ Bloomberg and The Wall Street Journal have sponsored Business Challenges categories;

  ✓ Verizon & Google have been interested in Media categories
Scoring
Overview

The cases are scored on a 10 - 100 scale (10 = not effective, 100 = extremely effective).

To get a high score, a case must have clear, challenging objectives and must submit compelling proof that the objectives were met.

Judges provide a 10-100 score for four elements. Judges should be able to tabulate their total scores for each case. This will allow them to identify if they are recommending a case as finalist during the first round, and the award level during second/final round.

The overall composite score has each criteria weighted as the following:
- Strategic Challenge + Objectives - 23.3%
- Idea - 23.3%
- Bringing the idea to life - 23.3%
- Results - 30%.
Score Review Committee

The main purpose of it is to review the scores of the cases under Effie standards and make the most Effienized decisions when selecting the cases the should be finalists (for first round judging scored cases) and the awards levels, or no awards, (for the second/final round judging scored cases). The review of cases scores and decision making on them should always have as a base Effie Worldwide standards.

Because of that, this committee should be composed by a select group of people who are Effie standards experts. We recommend 2 Effie program staff members, that year program Jury Chair and a veteran moderator (whose scores wouldn’t be counted – taken into account during the review), and two veteran Steering committee members. We often recommend for some markets to also have present an auditor during the scoring review sessions.

The Score Review Committee is responsible to determine the finalists and winners reviewing the cases under the Effie standards.
Score Report

Example of what the report looks like After Removing Agency, Brand & Campaign Names:

Columns C, D & E containing Agency, Brand and Campaign Names hidden – should be removed when reviewed by Scoring Committee.
Score Review Instructions

9. **Includes vs. Excludes** - If there is a big swing between these reports on the scores for a particular case, look at detailed judge scores to see if there was a judge who used scoring incorrectly or with bias.

10. **Excludes score report** - The report EXCLUDING the highest and lowest judge scores should determine winners UNLESS there are fewer than 7 judges. If fewer than 7 judges, includes score report should rule.

11. **Overall cut-offs Finalist & Awards** - Establish an overall minimum cut-off to award and to be finalist across the competition but also bear in mind the need for a range. Cut-offs in the highly competitive category of automotive are likely to be higher than in the less established metrics category of GoodWorks - Non-Profit but BOTH will be above the minimum cut-off overall.

12. **Scores in each section** - Use the composite Results score and challenge scores as ways to further get context around whether an award is deserved. If results and challenge scores are fairly high but BITL score is weaker, this could be a deserving borderline campaign. With this said, all scores must have a certain quality to be an Effie finalist.

13. **Anonymous scores** - Have two people review the detailed INCLUDES score report for anomalous scores - e.g. judge using scoring scale incorrectly, biased judge, judge who flags things complete opposite of their scores (e.g. they scored a 60 and flagged the case a Gold), etc. If such a judge is found, REMOVE their scores and then recalculate excludes without them. If there is a big change in score without the anomalous judge score and the case is now in awarding territory, discuss this with the committee, look at detailed scores, etc. re: whether the case may deserve award.

14. **Judge Comments** - Look at judge comments. Effie Programs should have a field for judge comments on each case.

15. **Gap in Scores** - If there is a large gap in scores, it may be that a second award is not warranted even if it scores above the minimum cut-offs for award. For example, in Snacks category there are two cases that score 86 and 84. The next scoring case is a 77. Given the drop between 84 and 77, even though 77 is on borderline to receive award in Effie Awards Program X, we might not give award - we would look at detailed scores / comments / flags of judges to see if another award is warranted.
Awarding
Awarding

Ratios

- less than 1/3 - 1/4 of entered cases as finalists
- less than 1/6 – 1/8 of entered cases as winners

It is fine if ratios are below these levels. If ratios exceed these levels, the program must:
• Adjust upwards the minimum score cut-off to achieve each level of award and
• Dialogue with Effie Worldwide on ways to adjust ratios in judging over time.

No more than four awards (G,S,B) should be given in a category and only in the case of a tie.
For situations where a category has many high-scoring, excellent cases consider splitting the category – for example Healthcare Products & Services into Healthcare Services and Healthcare Products and then awarding in both categories.
Trophy

- Trophies should be ordered to vendors approved by Effie Worldwide only.
- Production should always follow most updated Brand Guidelines.
- Effie Worldwide team should be informed of any order placed.
- Please allow at least 4-6 week for Trophy production. We recommend the Effie program to order plain (engraved only with the local Effie program logo) trophy to be used for photos during Gala. This will allow the program to have the trophies available for the gala and deliver actual engraved trophies to
Questions?
Please let us know.
We are here to support you in every step!