

effie

ONLINE JUDGING GUIDELINES

AGENDA

Standard Judging Benchmarks

Online Judging Basics

Online Judging Formats

Sponsorships Ideas

Post-Judging Reminders

Q&A

Judging is not only an evaluation process, it is:

EDUCATION: Reading and evaluating cases helps judges reflect & improve on their own work.

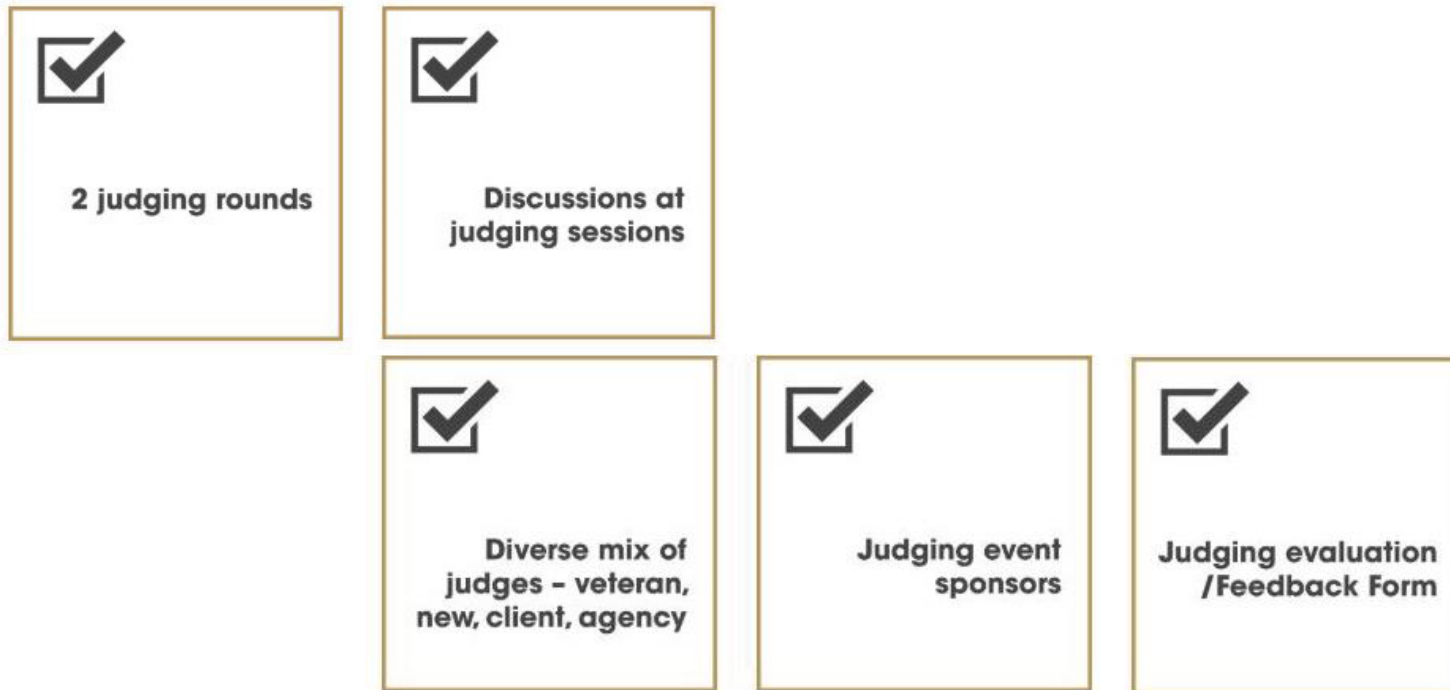
FORUM FOR THE INDUSTRY: Bring together judges from different backgrounds with diverse expertise and inspire them to learn from each other.

SPONSORSHIPS: 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 participation.

Benchmarks

for Successful Judging Sessions Remain for Online Judging



ONLINE JUDGING BASICS



JUDGE RESOURCES

Just like in-person events, judges should be sent resources in advance and have them accessible during the judging session.

RESOURCE EXAMPLES

- Moderator & Judge Guides
- Case Study Samples
- Instructional Videos
- Scoring Scale

ADDITIONAL RESOURCES TO CONSIDER FOR VIRTUAL EVENTS

- Judging Portal User Guide
- Video Conferencing Instructions
- Virtual Judge Training Sessions

Effie Staff or Moderators should talk through the judging process and Effie's scoring philosophy at the start of the judging session.



TRAINING SESSIONS

Virtual Judge Training sessions provide in-depth training on higher level topics like Effie's stance on marketing effectiveness & scoring philosophy.

Training sessions are required for Round One Judging sessions that feature remote independent scoring.

Depending on your software program, you may also wish to provide an overview of the Judging Portal as part of the training session.

RECOMMENDATIONS

- 30 - 45 Minutes
- Require all judges to participate
- Detail Effie's philosophy on scoring
- Overview of competition rules & judging process
- Share 1-2 examples of winning cases
- Incorporate Q&A Time



TECHNICAL REQUIREMENTS

For all software, it may be helpful to allow judges or moderators to test software in advance. Think through back-up plans in case of poor internet connection.

JUDGING SOFTWARE

Effie Universal Competition Software, or other judging platform, is also required so judges can virtually score, read cases, and view creative.

VIDEO CONFERENCING SYSTEM

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.

EXAMPLES

- Zoom (used by Effie Colombia, Italy, Russia, U.S.)
- BlueJeans (used by Effie APAC)

Prior to your judging session, it is important to schedule time internally to test & learn the platform's features.



ONLINE JUDGING FORMATS



JUDGING FORMAT TIPS

TIMING

Judges must be given enough time to thoroughly review & score each submission. Do not assign more cases than a judge would read at an in-person event.

Discussion tends to take a bit longer in a virtual format vs. the in-person format.

Ensure judges have enough time to input their scores and feedback for entrants (Effie Insight Guide). You may wish to leave the judging portal open for 24-48 hours after the session for judges to finalize their scoring.

If judges are to be logged in for more than an hour, incorporate breaks into the day. Longer sessions require more and/or longer breaks.

We recommend taking a break after every 4 cases for group judging sessions & a proper lunch break for a full day session.



JUDGING FORMAT TIPS

JURY

For a balanced discussion, think through the number of judges assigned to a discussion group.

We recommend no more than 15 judges participate in a single discussion-focused session. It is possible to have breakout rooms of judging take place at the same time; each with 15 judges per room.

Like in-person sessions, each jury should include agency & client representation and a diverse mix of backgrounds.

DISCUSSION

The moderator should ensure all voices are heard, just like at an in person session.





JUDGING FORMAT TIPS

CONFIDENTIALITY

All judges must be sent confidentiality wording as part of the pre-judging materials & they must formally agree to an NDA/Confidentiality Statement prior to receiving access to the cases. The Effie team leading the session should re-emphasize this message at the start of the session.

You may need to make updates to your standard form to account for changes to the virtual process.

Require that judges to destroy any notes they take during the session.

Some programs may wish to turn off the ability to download a PDF of the written case, if that is a feature of their software.



JUDGING FORMAT TIPS

RECUSALS

When it is impossible to avoid a recusal, use the break-out rooms feature (if applicable) to remove them from the group discussion. If the judge's access to the case was not already prevented, revoke access to the case materials.

Hold discussion immediately after the impacted case & once done, an Effie Admin can bring the recused judge back into the group session.

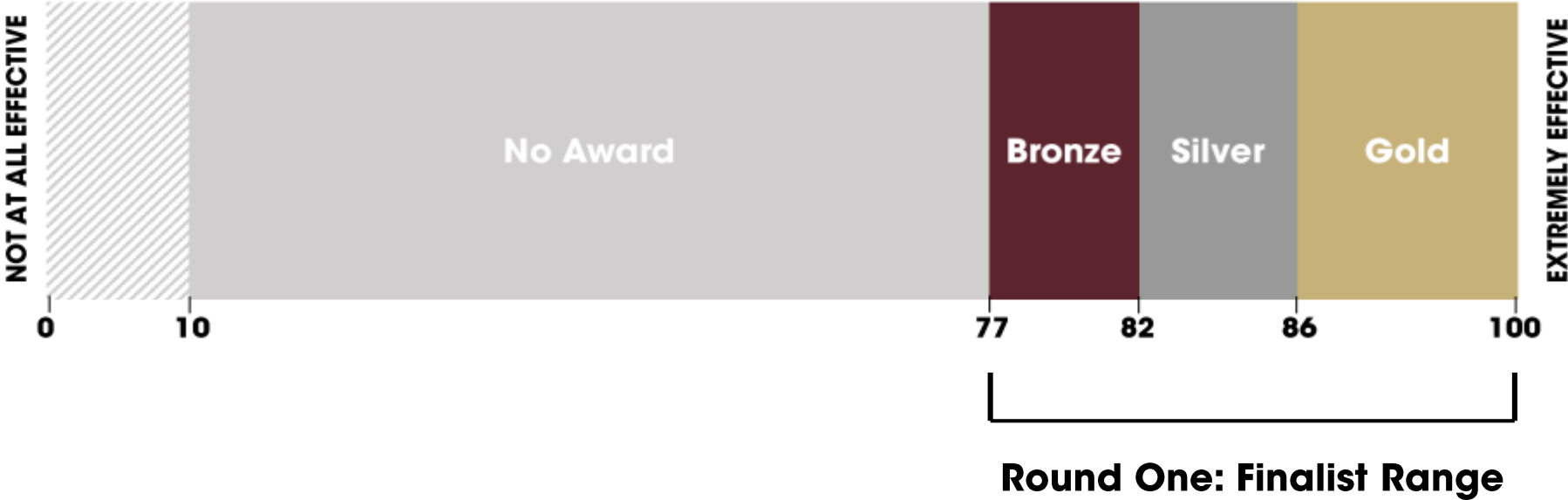
JUDGE EVALUATION SURVEY

With this new virtual process, it is especially important to collect feedback from participants.

Please share any learnings with the WW team.

Remind judges of the scoring scale at the beginning and end of the session to ensure their scores align.

Effie Scoring Scale



ROUND ONE JUDGING

INDEPENDENT JUDGING WITH MODERATED

DISCUSSION: Judges are assigned a unique mix of cases across categories. Judges score independently on their own time & sign up for one of several offered group video conference sessions (40-60 minutes, 15 judges maximum) to discuss overall trends.

GROUP DISCUSSION WITH DIFFERENT CASES:

Judges are assigned a unique mix of cases across categories & are logged into a live video conferencing session (with up to 15 judges) while they review each case. Every 2-3 cases (or 30-45 minutes), the moderator invites judges to talk about a case they scored highly and ask questions.

GROUP DISCUSSION WITH THE SAME CASES*:

Judges are assigned the same cases and review them at the same time during live session with a moderator & Effie staff.

**Suitable only for smaller programs.*

FINAL ROUND JUDGING

PRE-SESSION SCORING / DEDICATED DISCUSSION

SESSION: Option to have judges read & score finalist cases in advance of the event. In-session, judges have brief opportunity to refresh on each case & discuss in-depth. Judges can adjust scores after discussion.

LIVE GROUP JUDGING SESSION: In-session, judges read each case independently. Effie admins can share their screen to show the creative images & creative reel.

**Strong internet connection required. Judges should have the option to watch the reel on their own screen as an alternative.*

DISCUSSION: For Live Group Judging, discussion is recommended after every 2 cases instead of only at the end of the category. This keeps the session feeling more dynamic. Plan for a slightly longer discussion at the end of the category if there are many finalists.

VIDEO: Judges may wish to turn off their video during breaks or when reading the case. This is ok – but video should be on during discussion.

GRAND EFFIE JUDGING

GRAND EFFIE REMINDERS: The top scoring Gold cases are reviewed. If a case wins Gold in multiple categories, only the top-scoring category win should be considered. Sustained Success winners are not eligible for this award.

JUDGING PROCESS: Hold the session in the Live Group Judging format, with judges reviewing each contender at the same time & discussion every two cases. Once all cases are reviewed, take a break to tabulate the top-ranked cases.

DETERMINING THE WINNER: Post-break, Effie staff shares the ranking of cases. Judges discuss the top cases as they work to come to a mutual consensus on the most effective case of the year.

RECORDING: You may wish to spend time at the end of the session asking judges to share 1-2 sentences on why this case was the most effective to be used for publicity purposes.

SPONSORSHIP IDEAS



SPONSORSHIP IDEAS

While judging is now taking place virtually, there are many opportunities for sponsors to be involved.

PRE-JUDGING EVENT OPPORTUNITIES

- Logo presence on program or judging website.
- Logo presence on judge communications.
- Opportunity to provide a wish-list of companies or individuals to engage with as judges.

JUDGING EVENT OPPORTUNITIES

- Opportunity to have one qualified marketer from their team participate as a judge.
- Opportunity to do a 5-10 minute presentation with Q&A at appropriate point during the session.
- Opportunity to feature their platform as part of the judging event – e.g. Facebook’s BlueJeans platform.



SPONSORSHIP IDEAS

CONTENT OPPORTUNITIES

- Opportunity to coordinate content opportunities with Effie (e.g. record a judge roundtable discussion as part of the session, conduct live-streamed or recorded interviews with specific judges pre/post-session).
- Opportunity to sponsor the local Effie Report, where trends of the entering and winning cases are analyzed and shared with the local marketing industry.

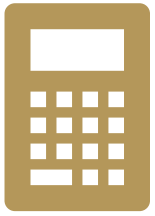
POST-JUDGING SESSION OPPORTUNITIES

- Logo presence at gala; option to add additional gala recognition opportunities.

Based on your market & interest, sponsorships may be technical (e.g. video platform), category based (e.g. Media Effies sponsorship), or program-wide.



POST-JUDGING REMINDERS



SCORING

SCORE REVIEW PROCESS

- Finalist & winning cases must have clear, challenging objectives and compelling proof that the objectives were met.
- The Score Review Committee is responsible for determining the finalists and winners, using Effie's standard review process.
- Please let the WW team know if you would like to discuss the score review process in depth.

AWARDING

- It is important to maintain the rigor and value of winning an Effie.
 - Less than one-third to one-fourth of entries should become finalists
 - Less than one-sixth to one-eighth of entries should become winners
- Review Effie's Awarding Guidelines for information on awarding restrictions & policies.



NOTIFICATIONS

FINALIST & WINNER NOTIFICATIONS

- After each of the Judging Rounds, we strongly recommend each entrant is notified of the status of their entry via Finalist & Winner Notifications.
- It may be helpful to share with finalists or winners a “Next Steps” guide.
- For Winning cases, it is important the contacts at each credited company are notified of their success.
- For non-winning cases, it may be helpful to remind entrants of the opportunity to receive written feedback from the judges in the Insight Guide (if applicable to your program).

We also recommend posting a public list of your winners (without award level) and finalists shortly after you notify winners.

QUESTIONS?
