ABOUT CREATIVE EFFECTIVENESS

Creative Effectiveness recognizes bold creative work that produced measurable impact in meeting defined business objectives and played a key role in achieving a brand's purpose.

Requirements for all Creative Effectiveness categories differ from other One Show categories, both in the Information and Media required. Refer to this quick guide to help prepare your entries.

PROJECT INFORMATION

Entry information should not contain agency details, as judging is anonymous. **NOTE:** Does not apply to self promotion work.

- » **ENTRY TITLE –** Give your entry a name. The jury will see this, it will be used to reference your entry, and it will show in the online Archives for winning work.
- » **CLIENT / BRAND –** Who was the client on the project?
- » **SINGLE OR SERIES –** Choose from: Single (1), Series (2+).
- » **CLIENT TYPE –** Choose from: Consumer / Brand, Business to Business, Corporate Social Responsibility, Non-Profit
- » **LAUNCH DATE –** The month and year in which the work first ran, aired, was published, etc.
- » **PROJECT DESCRIPTION –** Describe the project or campaign overall. Insights and results should be provided in the individual Objectives on the entry. (max 300 words)
- » **TRANSLATION TO ENGLISH –** Required only for entries which are not originally in English. **NOTE:** Video entries should include subtitles when possible.

PROJECT MEDIA

All Creative Effectiveness categories require the following media.

- » **JUDGING MEDIA –** 1-2 Project Videos and/or Project Boards that describe the project overall.
- » **SUPPORTING MEDIA –** 1-10 files of the original content as it aired or was released.

THUMBNAIL

Every entry requires a thumbnail image. The jury will see this for reference only, it will not be judged.

REFERENCE IMAGES

ALL entries require high res digital reference images. These images **will not be judged**. However, they may be used by The One Show for promotional purposes.

OBJECTIVES / INSIGHTS / RESULTS

All Creative Effectiveness categories require additional information and media for the objective(s) of a campaign.

1-3 Objectives must be defined on the entry.

The following is required for each Objective:

OBJECTIVE

» **OBJECTIVE TYPE**
Choose from a provided list.

» **OBJECTIVE DESCRIPTION**
Provide a short explanation of the desired outcome. (max 100 words)

» **REASON FOR OBJECTIVE**
Describe the business conditions, goals, or market context for defining this objective. (max 150 words)

» **MEASUREMENT METHOD**
Describe how the results of this objective were measured; explain the reason for this methodology. (max 100 words)
NOTE: Actual results should be provided in the Results section.

INSIGHTS & STRATEGY

» **TARGET AUDIENCE**
Provide the demographics and other notable qualities of the identified target audience. (max 100 words)

» **KEY INSIGHT(S)**
Describe the insight(s) that informed the creative concept. (max 300 words)

» **DATA SUPPORTING THE IDENTIFICATION OF AUDIENCE AND INSIGHT**
Define and describe the information that helped to identify the target audience and arrive at the key insight. (max 300 words)
NOTE: Submit any supporting visuals (graphs, charts, etc.) in the Objective Supporting Visuals section.

» **CREATIVE IDEA**
Describe the creative idea; explain how it addressed the objective, audience, and insights identified. (max 300 words)

RESULTS

» **RESULTS**
Share the results of the campaign. Results should support the objective stated above. (max 300 words)
NOTE: Submit any supporting visuals (graphs, charts, etc.) in the Objective Supporting Visuals section.

» **HOW DID CREATIVITY DRIVE EFFECTIVENESS?**
Describe how the creative idea drove effectiveness in meeting the defined objective. (max 300 words)

OBJECTIVE SUPPORTING VISUALS

With each objective, **up to 10 files** of supporting visuals can be provided to support the written statements. These can be charts, graphs, infographics, etc. They must support the objective they are linked to.

SUMMARY

The following should be prepared for each Creative Effectiveness entry. Use this sheet as a Quick Guide to preparing these entries. Required fields and media are marked in red.

ENTRY DETAILS & INFORMATION

» ENTRY DETAILS

* Client / Brand
* Entry Title
* Single or Series?

* Thumbnail

» INFORMATION

* Client Type
* Launch Date (month / year)
* Project Description (max 300 words)

English Translation

MEDIA

» JUDGING MEDIA

1-2
Project Video(s)
and/or Project Board(s)

» SUPPORTING MEDIA

1-10
Files of Original Content

Permitted file types include Image, Video, PDF, Animated Gif, Audio File, or URL.

» REFERENCE IMAGES

1-10
Images to represent the work

NOTE: the jury will not see these

OBJECTIVES

* **1-3 Objectives** must be provided with additional written and visual support for each.

The following information must be provided for *each* Objective:

» OBJECTIVES

* Objective Type (select from list)
* Objective Description (max 100 words)
* Reason for Objective (max 150 words)
* Measurement Method (max 150 words)

» INSIGHTS & STRATEGY

* Target Audience (max 100 words)
* Key Insight(s) (max 300 words)
* Data supporting the identification of audience and insight (max 300 words)
* Creative Idea (max 300 words)

» RESULTS

* Results (max 300 words)
* How did creativity drive effectiveness? (max 300 words)

» FILES OF VISUAL SUPPORT FOR THE OBJECTIVE

1-10
Files to provide visual support for the objective.

Permitted file types include Image, Video, PDF, Animated Gif, Audio File, or URL.