



LOERIES  
AFRICA MIDDLE EAST

## LOERIES 2023 Effective Creativity Award

Version: 18 January 2023

**A completed and signed copy of the questionnaire must accompany each entry submitted for the Effective Creativity Award**

### ***A great idea that delivered business results***

The overarching requirement for entries in the Effective Creativity category is to demonstrate “a great idea that delivered business results.”

### ***Who can enter?***

Entries can be submitted directly by any company or their representative agency.

**The overarching requirement for entries in the Effective Creativity category is to demonstrate "a great idea that delivered business results". All entries for this category must have been awarded a Grand Prix, Gold, Silver or Bronze Loerie in the past 3 years (2020, 2021 or 2022). Entries must show business results achieved. All entries are judged independently from the previous win. Previous Effective Creativity Grand Prix and Gold Winners cannot enter.**

**Judging of the Effective Creativity category will follow the same principles as all other categories of the Loeries:**

- **Innovation** – All the entries in this category have already proved to be innovative through the fact that they have been awarded a Loerie within the past three years. Therefore, the judges' focus will not be on innovation, but on the results that have been generated. It is very important that entrants showcase clearly how this past Loerie-winning work proved to be effective for the associated brand, and as much data as possible should be provided to substantiate this.
- **Quality of execution** – How well the elements have been implemented will be evaluated, in conjunction with the results generated. Could it have been done better? Could more have been done?
- **Relevance to brand, target audience, and chosen medium** – Here the results of the campaign will be considered in the context of brand, target and media used.

### **Entry Format**

Entries for the Effective Creativity Award must complete the questionnaire and have an overview of the entire campaign in electronic format only. Please check the “Entry Guide” for more information.

T +27 11 772 1220 | W loeries.com

THE LOERIES IS A NON-PROFIT ORGANISATION

Board: S Sitole (Chairperson) | P Sewraj (CEO) | G de Abreu | D Rowlands | D Kaplan | G Leck | N Mashigo  
R Williams | J Barty | S Gordhan | S Mbhele Reg No 2005/010969/08



## QUESTIONNAIRE

**THIS FORM MUST BE COMPLETED.** To help us better understand your entry, please answer the following questions. **Be specific and answer all questions – entries with incomplete information will be ineligible.**

**CONFIDENTIALITY REQUIREMENT: IF YOU WOULD LIKE ANY INFORMATION TO REMAIN CONFIDENTIAL AND NOT BE PUBLISHED, PLEASE MARK THIS INFORMATION IN YOUR ENTRY.** Judges will see this information but the Loeries will never publish it.

1. **ENTRY TITLE:**
2. **BRAND:**
3. **ENTRY ID** (you will get this from the online entry system):
4. **Details of previous Loerie award(s)** – Year, Category and Statue (e.g. Gold):
5. **Provide a brief overview of the entry:**
6. **Business Objectives**  
What was the overall objective of the entry? Please distinguish between brand objectives (awareness, image, attitudes and behaviour) and sales objectives (e.g. volume, revenue, market share):
7. **Strategy**  
Clearly articulate the strategic thinking that led to the creative work. Be clear in demonstrating the connection between the objectives, the brief and the final creative work:
8. **Campaign Implementation**  
Detail the campaign rollout, including a media breakdown (with media spend where possible) and the timing of the campaign:
9. **Results**  
Explain what happened after the work appeared, being aware of the difference between the interim effects and the sales effects. Entrants are encouraged to include the following information:
  - **Effects:** Indicate what the effect was as a result of running the creative work.
  - **Commercial Gain & Return on Investment:** Entrants need to prove that the entry provided commercial gains for the client in terms of sales or profitability. Where possible, show a return on the investment made (including actual campaign spend).
  - **Discounting of Other Factors:** Provide evidence that other factors such as weather, lack of competitor activity, overall category growth, seasonality, etc., did not cause the effect. You may use econometrics if you wish, but it is not a necessity.
  - **Make comparisons:** Where possible, compare your entry success to prior periods, to the sector, and to the general market trends.
  - **Close the loop:** Tie back your results to the stated objectives.



**10. Provide at least one contactable reference from the Brand/Client:**

Contact person	Position	Name of organisation	Email address	Telephone number



**ENTRY CONFIRMATION**

I, the undersigned person, confirm that I am authorised to complete this questionnaire on behalf of the entrant; all the information provided is true and correct, and meets all the entry requirements, terms and conditions of the Loeries.

**PRINTED NAME:** \_\_\_\_\_

**POSITION:** \_\_\_\_\_

**COMPANY:** \_\_\_\_\_

**SIGNATURE:** \_\_\_\_\_

**DATE:** \_\_\_\_\_

(PLEASE SUBMIT A PDF COPY OF THIS ENTRY FORM VIA THE ONLINE ENTRY SYSTEM AT LOERIES.COM)