

E-836-992

#UnExaminable

Product

VIF - the Network to Prevent and Tackle Violence against Women

Category Entered

Best of Europe: Positive Change - Brand

ENTRY DETAILS

ORIGINAL EFFIE PROGRAM

If you will choose a Country without an Effie Program, please select OTHER and specify the Country.

Effie Romania

ORIGINAL CATEGORY

List the original category in which the campaign won a Gold or Grand Effie in.

Seasonal Marketing

COUNTRIES PRESENTED IN THIS CASE

List the markets that this entry covers.

Romania

Please indicate all countries where this work ran.

Romania

INDUSTRY SECTOR

Classify your brand by one of the available

Non-Profit

industry sectors.

Type of Product/Service

Provide a brief (1-15 words) description of the product/service you are entering. Do not include the brand name.

NGO working to prevent and tackle violence against women

Examples: Airline, Cosmetic, Credit Card, Streaming Service, etc.

Industry/Category Situation

Flat

DATES PRESENTED IN THIS CASE

List the start/end dates for the effort, as it pertains to the data presented in this case.

Date From	2022-06-06
Date To	2022-11-21

Effort Start and End Date

Provide the full time span for the entire effort, even if it began before or ended after Effie's eligibility period.

Date From	2022-06-06
Date To	2022-06-30

EXECUTIVE SUMMARY

Market Background:

Please explain any relevant trends unique to your market that generally shape the marketing environment and/or influence audience response to marketing efforts. (For example, if the government controls all the major media outlets, this may mean that the audience regards products/services they see advertised in this media as having some form of government approval.) Be sure to explain why these factors are relevant. This general background will help the judges better understand and evaluate the more specific story you tell in the remainder of your entry.

ROMANIA: THE GOOD

Romania is a democratic country, declaring strong support for the European Union and NATO values. The economy has shown remarkable growth, one of the highest in EU since 2010, and one of the smallest gender pay gaps in EU. Women have witnessed great improvements in education, professional opportunities, aspirations for career advancement and access to modern lifestyles.

ROMANIA: THE BAD

However, according to the European Commission and Eurostat, gender equality in Romania falls below the European average. Romanian women work 3 times more than men (struggling to manage careers, childcare, and domestic responsibilities). They have a more limited access to healthcare. They are underrepresented in state institutions particularly, Parliament and the Government.

ROMANIA: THE UGLY

The most alarming issue for Romanian women is the lingering conservative mentality, facilitating violence in all its forms.

Half of society holds women to restrictive standards of 'purity', stigmatizing the exploration of sexuality before the age of 18.

Half of society considers abortion a crime, with doctors occasionally denying the service. Refusing this right is a form of violence.

Domestic violence is a rising concern since the pandemic, with a substantial number of women victims in 2021 (61.91%).

And another form of familial violence towards women in Romania is the forcibly conducted virginity testing of girls. Virginity testing is an ancient gender-based oppression and a form of sexual assault (like any genital examination without consent) that continued with state's tacit agreement: allowed by law.

Romanian state institutions have not adequately addressed these issues, either due to passivity or by prioritizing party interests over the needs of citizens.

Instead of providing the necessary support and protection in cases of violence, messages from government, police, and other institutions either do not exist or they blame women.

These attitudes undermine the social contract between women citizens and the state, promoting the image that Romanian institutions do not fulfill their obligation to ensure equality and safety for all, especially women.

Provide a snapshot of the effectiveness of your case. Summarise the case and its goal. Indicate objectives and how the evidence of results directly relates to those objectives (concrete numbers or percentages vs. general terms like "record sales" or "significant success"). Think of the case summary as a mini-case or an elevator speech.

THE CAUSE:

Virginity testing, a primitive practice, with no scientific base was still practiced in Romania, year 2022, prejudicing girls, reinforcing violence and gender inequality.

CHALLENGES:

1. **The practice's existence in Romania was unknown** to the public at large, media, even feminists.
2. **The state institutions ignored the numerous notifications** to end this practice.
3. **The media space in Romania is crowded** by a plethora of campaigns (hard to get noticed).

OBJECTIVES:

VIF (The Network to Prevent and Tackle Violence Against Women) **aimed to stop virginity testing in Romania by**

1. **Generating widespread awareness** around the Middle Ages practice through a video campaign.
2. **Civic engagement** – a petition gathering signatures to signal the public opinion to the state authorities.
3. **Advocacy** – convincing the state to react and stop virginity testing.

RESOLUTION AND RESULTS:

Emphasizing that virginity is an unscientific, harmful social construct and scarring rite of passage exactly when highschoolers were preparing for the National Evaluation Bacalaureate Exam (an example of good rite of passage), helped VIF achieve all objectives almost in the blink of an eye.

- Outpouring media support – **reaching an 18 million audience**, equivalent to all population in Romania (2 x goal).
- Over 44,000 petition signatures (4x goal).
- **On the 5th campaign day, the Mina Minovici Forensic Medicine Institute (INML) stopped virginity testing by institutional decision.** The Family Minister encouraged all institutions in the country to follow.
- **On November 21st the order changing the law and banning virginity testing on request was ready, pending Parliament voting in 2023.**

SECTION 1: CHALLENGE, CONTEXT & OBJECTIVES -
23.3% OF TOTAL SCORE

This section provides the judges with the background to your challenge & objectives. In this section, judges evaluate whether they have the necessary context about your industry category, competitors, and brand to understand your entry and the degree of challenge represented by your objectives.

1A. Before your effort began, what was the state of the brand's business and the marketplace/category in which it competes?

What was the strategic communications challenge that stemmed from this business situation? Provide context on the degree of difficulty of this challenge and detail the business need the effort was meant to address. Provide context about your brand and business situation, including main competitor spend, position in market, category benchmarks, etc. What were the barriers you were tasked to overcome? Keep in mind judges may not be familiar with your brand's industry. This context is critical for judges to understand your degree of difficulty. (Maximum: 375 words)

THE CAUSE:

Romania, year 2022. An ancient mindset and practice controlled girls' bodies in a similar way to which "blood on the sheets was expected" in the Middle Ages. Virginitiy tests were performed on girls, at parents' request, with their consent, but not a girl's own, and for no medical or legal reason, other than verifying one's 'virtue'.

Although virginitiy tests were proven needlessly traumatic and unreliable in 2018 (less than 10% are accurate)¹, although WHO deemed virginitiy a social construct, and although the practice was condemned by WHO as a violation of human rights², **for a small fee 2 virginitiy certificates³ were still issued daily, in each Forensic Medicine Institute in Romania (INML), 2021. In 2019, these tests accounted for 2% of all examinations⁴ done by INML nationally, which means around 1.000 tests annually⁵, and 1.000 lives forever changed.**

Because while the test is irrelevant, its effects are not: exposing girls to abuse, humiliation, trauma, setting up a framework for men, family, society to control them, perpetuating discrimination and violence against girls and women and facilitating the unending collective ownership of their bodies.

THE PRACTITIONERS:

We didn't know exactly who were the people testing girls' virginitiy in Romania (no studies). We only knew that habit and a patriarchal mentality are what perpetuated it. And that changing habits and mentalities is harder, while banning a proven harmful practice is simpler. Like it's harder to convince someone to stop asking for the polluting beverage plastic straw, while eliminating the straw altogether achieves the goal quicker, ending discussions.

THE NGO & THE CHALLENGES:

VIF – The Network to Prevent and Tackle Violence Against Women, the biggest Romanian feminist NGO, together with 3 of its human rights and feminist NGOs,

Centrul Filia, Anais and Asociatia FRONT – aimed to eliminate the practice, but some obstacles lingered.

1. **INSTITUTIONS IGNORED VIF'S CALL FOR HELP:** VIF notified Romania's National Council for Combating Discrimination to stop this harmful practice on several occasions precampaign. No answer was received.
2. **INVISIBLE PROBLEM:** you know that saying "you're not on the internet, you don't exist"? Virginity testing was like that. Only 2 online articles found precampaign⁶. Moreover, VIF itself – the biggest feminist organization – only learned about it 1-year precampaign.
3. **ATTENTION BATTLEGROUND:** competing with A) 90,000 NGOs⁷, many with active campaigns, B) a plethora of hyperactive brands, with immense media budes, C) entertaining content preferred over educational, serious topics.

THE QUESTION:

How could VIF stop virginity testing with institutions ignoring them, with zero money for promotion and in a crowded media landscape?

1A. PUBLIC VERSION: Before your effort began, what was the state of the brand's business and the overall category in which it competes? What was the strategic challenge that stemmed from this business situation and the degree of difficulty of this challenge? How did it change over time?

Provide context for the beginning of your effort and over time.

*(Maximum: 425 words;
3 charts/visuals)*

1B. Define the audience(s) you were trying to reach.

Why is this audience important to your brand and the growth of your brand's business?

Describe your audience(s) using demographics, culture,

DIFFERENT SPHERES OF INTERVENTION WERE IMPORTANT FOR THE CAMPAIGN TO SUCEED:

1. THE PRESS & KEY OPINION LEADERS – KEY TARGET

VIF's needed their attention and free publicity. Without them taking over the campaign for free, the cause would remain unknown and unsupported. VIF

media behaviors, etc.
Explain if your target was a current audience, a new audience, or both.

What perceptions or behaviors are you trying to affect or change?

(Maximum: 300 words)

wanted to expose media outlets first to the campaign, to the hurtful reality that is caused by virginity testing – how the girls who are being tested end up baring psychological issues. VIF wanted to unite them – all to promote the cause, condemn these tests and militate for banning them, no matter what media trust they're from.

2. WOMEN & THE BROAD PUBLIC – ESPECIALLY 'GENERATION INTERNET'

VIF wanted to appeal to all women in Romania – the direct and future beneficiary of the campaign. But they knew women couldn't fight this battle alone. Girls were in this situation because society as a whole didn't support them enough, being either too patriarchal, or uninformed regarding this problem. Thus, VIF decided on focusing on a broader target: People from 'generation internet' (representing more than 75% of total population⁸ & whose main source of information is internet press). People who care for women's (girls') wellbeing and who either had little knowledge about this abusive exam or who never heard of it before. VIF wanted them engaged through its campaign, supporting the cause.

3. THE LAWMAKERS & STATE INSTITUTIONS – LAST & MOST IMPORTANT TARGET

They were the ones VIF actually wanted but couldn't reach without help from the other two spheres of intervention. They were the ones who should have provided protection for all the citizens – this was their job. They were the ones who failed at protecting women's interests and safety in this case. They were the only ones who were able to bring the needed change more rapidly, by a change in procedure and law.

AFTER CLEARING UP WHO OUR TARGETS ARE, IT BECAME OBVIOUS THEY WERE INTERCONNECTED, AND THAT WE NEEDED TO GET ALL IN A DOMINO WAY.

1B. PUBLIC VERSION: Define the target audience(s) you were trying to reach and explain why it was/they were relevant to the brand and the challenge. Did your audience change over time? If so, describe how and why.

Describe your audience(s) using demographics, culture, media behaviors, etc.
Explain if your target was a current

audience, a new audience, or both. What perceptions or behaviors are you trying to affect or change?

*(Maximum: 300 words;
3 charts/visuals)*

1C. What were your measurable objectives? What were your Key Performance Indicators (KPIs) against your objectives?

Provide specific numbers/percentages for each objective and prior year benchmarks wherever possible. Provide context, including category background, for why the objectives were important for the brand and growth of the business.

(Maximum: 275 words)

MARKETING OBJECTIVE – REACH GENERATING AWARENESS

Context:

- Bringing the story of the women VIF serves closer to the media and the public was key in the final success of the campaign. For these stories carry the evidence needed to convince the policymakers to step in and operate a change in procedure or law.

Marketing objective:

- **Advocacy that makes the topic viral – widespread news – by generating reach and awareness through free PR/ free publicity. Reach⁹ = equivalent to at least 50% of total population, namely 9,2 mil Romanians¹⁰.**

ACTIVITY OBJECTIVE 1 – PETITION SIGNATURES

Context:

- We made a petition to raise further awareness and support for our cause and to show the media here's a story worth covering. But also to signal the public opinion to state decision-makers and influence their decision.
- VIF provided a success case, in 2018 raising 5.427 signatures on the biggest petition platform in Romania, Declic.ro¹¹, convincing institutions to offer protection to family violence victims.

Activity Objective 1:

- **With a petition to stop virginity testing promoted by the campaign, double the signatures raised by the most successful VIF Declic.ro petition in 2018 – 5427 signatures¹² – gathering 10,854 signatures in 2022.**

ACTIVITY OBJECTIVE 2 – STOPPING VIRGINITY TESTING INSTITUTIONALLY

Context:

- An NGO's scope of business is different from classical businesses. Sometimes it's quantifiable in money, like sales in a business – when they are raising donations. Other times NGOs play a critical role in advocating for changes in policy, procedure, law and administrative rules.

Activity Objective 2:

- VIF's final quest was the latter: **advocating for a change in procedure, law or administrative rules of state institutions** – Forensic Medicine Institutes in Romania (INML) and lawmakers (Ministries) – **to end virginity testing in Romania**. Measurement: **Achieving zero daily virginity tests (after campaign) vs. 2 daily virginity tests performed by Forensic Medical Institutes in Romania¹³ precampaign by a change in procedure or law.**

1C. PUBLIC VERSION: What were your measurable objectives? What were your Key Performance Indicators (KPIs) against your objectives?

Provide specific numbers/percentages for each objective and prior year benchmarks wherever possible.

Provide context, including category background, for why the objectives were important for the brand and growth of the business.

(Maximum: 275 words)

GETTING ROMANIA TO BAN VIRGINITY TESTING

MARKETING OBJECTIVE - REACH GENERATING AWARENESS

Make virginity testing a viral topic in Romania.

With zero budget, generate widespread awareness through free PR/ free publicity. Reach⁹ equivalent of 50% of total population: 9,2M Romanians¹⁰.

Bringing the story of the women VIF serves closer to the media and the public was key to the success of the campaign. For these stories carry the evidence needed to convince the policymakers to step in and change the law.

ACTIVITY OBJECTIVE - PETITION SIGNATURES

Get people involved, signing the petition.

Double the signatures raised by the most successful VIF Declic.ro Petition in 2018¹¹: gathering 10,854 signatures in 2022 versus 5427 signatures¹² in 2018. Use them to further raise support for the cause, to signal the public opinion to state decision-makers and influence their decision.

BUSINESS OBJECTIVE - BAN VIRGINITY TESTING

Stop virginity testing institutionally.

Sometimes an NGO's scope of business is quantifiable in money, when they are raising donations. Other times NGOs play a critical role in advocating for changes in policy, procedure, law and administrative rules. VIF's quest was the latter.

Influence Romanian Forensic Medicine Institutes (INML) and lawmakers (Ministries) to ban testing: achieve zero daily virginity tests after campaign versus two pre campaign¹³ by a change in procedure or law.

ADDITIONAL LOCAL & CULTURAL CONTEXT: SECTION 1

This question is unique to the Best of Europe form and should be crafted with the judges in mind. While judges are global marketers, they may not be familiar with the unique nuances within the market in which your case ran. Provide them with any context here that will help them better understand your responses in Section 1.

PUBLIC VERSION: ADDITIONAL LOCAL & CULTURAL CONTEXT: SECTION 1

This question is unique to the Best of Europe form and should be crafted with the judges in mind. While judges are European

marketers, they may not be familiar with the unique nuances within the market in which your case ran. Provide them with any context here that will help them better understand your responses in Section 1.

Section 1: Sourcing

Provide sourcing for all data provided in Section 1: Challenge, Context & Objectives. Use superscript to link data points and sources. Include source of data, type of research, time period covered, etc.

1, 2 – WHO (World Health Organization) Article, 17.10.2018, “Interagency statement calls for the elimination of “virginity-testing”.

3 – Vice Article together with Pătratul Roșu podcast, 04.02.2022, “Why Romania still issues virginity certificates, although it is a 130 y/o practice”.

4, 5 – Forensic Medicine Institute (INML), May 2020, Report on the activity of Legal Medicine in 2019.

6 – Client information verified by agency with online desk research, revealing almost no information (just 2 articles in media) about the practice of „virginity testing” in Romania prior to the campaign, April 2022.

7 – Forbes.ro Article, 18.02.2020, about social activism in Romania, “20 for 2020. Don’t stand aside, get involved”.

8 – BRAT press release, 23.03.2020. BRAT is a nonprofit, independent, 3rd party organization for the media and advertising industry.

9 – KLARMEDIA, 3rd party media monitoring service – covering internet, radio, tv, newspaper, social media news – serving the media and advertising industries with real-time data, member of ARMA (Romanian Association for Audience Measurement), BRAT (Romanian Bureau of Transmedia Audit), and AMEC (International Association for Measurement and Evaluation of Communication).

A big chunk of this data comes from BRAT – nonprofit, independent, 3rd party organization for the media and advertising industry. **Data monitoring interval: 6.06.2022 – 30.06.2022**.

10 – Inse.ro, National Statistical Institute press release, 1.01.2022, “The resident population on January 1st, 2022”.

11, 12 – Declic.ro VIF petition, 1.07.2018, “We protect our victims. Starting June 2018 we’ll have temporary protection order for the safety of family violence victims”.

13 - Vice Article together with Pătratul Roșu podcast, 04.02.2022, “Why Romania still issues virginity certificates, although it is a 130 y/o practice”.

PUBLIC VERSION: Section 1: Sourcing

You must provide a source for all data and facts presented anywhere in the entry form. The below field may only be used to list sources of data provided in your responses above, do not include any other information.

Recommended

Format: Use footnotes in your responses above and list each source numerically below. We recommend each source include the following information: Source of Data/Research, Type of Data/Research, Dates Covered. Do not include agency names in your sources. **View detailed guidelines here.**

SECTION 2: INSIGHTS & STRATEGIC IDEA - 23.3% OF TOTAL SCORE

This section prompts you to explain your strategic process and thinking to the judges. Your idea should be borne from these unique insights. Judges will evaluate how inventive and effective the idea and strategy are in meeting the communications challenge.

2A. State the insight that led to your big idea. Explain the thinking that led you to your insight.

Some insights come from research, data, and analytics. Others come from inspiration. Describe yours here.

Keep in mind, an insight is not merely a fact or observation based on research; it is the strategic insight, unique to your brand and audience, that was leveraged to help meet your objectives. Your insight may be a consumer insight, a channel insight, marketplace insight, etc.

(Maximum: 300 words)

OF RITUALS, VIRGINITY AND MAIDENHOOD...

There are 2 types of rituals.

The Bacalaureate exam in Romania, is an example of a beneficial ritual: marking the passage from childhood (high school) to adulthood (University) it celebrates gained knowledge and strengthens confidence.

Virginity testing is the opposite: an uninterrogated form of violence, committed for so long, without second thought, that it became part of accepted cultural practice.

In 2018 WHO and UN Human Rights called for its banning, proving that¹: 1) Virginity is an unscientific, harmful, patriarchal social, cultural construct. 2) Hymen isn't a reliable indication of intercourse. No known examination can prove a history of intercourse.

Romania didn't get this memo: as 1000 girls end up yearly at the Forensic Medicine Institute (INML), where corpses, criminals and abuse cases are inspected, to have their intimate body parts scrutinized.

There is no logical reason behind this examination: the test is inaccurate; the girls didn't go through an abuse (no need for evidence to apprehend a perpetrator); they are untouched and undressed by anyone and if they had a say in this, they wouldn't consent. The virginity test is often forced on them.

The exam is a 'wolf in sheep clothes' resulting in the opposite of parents' intention²: harming the examinee physically, psychologically, often being girls' 1st sexual experience, 1st sexual socialization and promoting fear of INML. **'The 2-fingers test'** – girls' genitalia inspection visually and by touch, checking for hymen presence – represents a deeply humiliating and traumatic experience, a privacy invasion, an infringement to the right to dignity, the right for physical and psychological integrity, the right to decide over their own bodies, prejudicing those who aren't virgins, reinforcing gender inequality, promoting shame and violence³.

By enabling this test that violates the fundamental medical principle 'do no harm', INML institutions promote the image of an unsafe environment, failing to protect girls, instead of serving as an institutional framework providing support, safety, confidence to women.

INSIGHT

Virginity is a human construct, and its examination, unlike the Bacalaureate, is a harmful rite of passage into adulthood.

2A. PUBLIC VERSION: State the insight that led to your big idea. Explain the thinking that led you to your insight.

Clarify how the insight(s) were directly tied to your brand, your audience's behaviors and attitudes, your research and/or business situation.

How would this unique insight(s) lead to the brand's success and how did it inform your strategic idea.

(Maximum: 300 words; 3 charts/visuals)

2B. In one sentence, state your strategic big idea.

What was the core idea that drove your effort and led to the breakthrough results? What was at the very heart of the success of this case? The big idea is not the execution or tagline.

Skills, knowledge, or expertise, many things can be examined, but virginity is not one of them: GIRLS' VIRGINITY IS #UnExaminable!

(Maximum: One-Sentence: 20 words)

2B. PUBLIC VERSION: In one sentence, state your strategic big idea.

(Maximum: 20 words)

ADDITIONAL LOCAL & CULTURAL CONTEXT: SECTION 2

This question is unique to the Best of Europe form and should be

crafted with the judges in mind. While judges are global marketers, they may not be familiar with the unique nuances within the market in which your case ran. Provide them with any context here that will help them better understand your responses in Section 2.

PUBLIC VERSION: ADDITIONAL LOCAL & CULTURAL CONTEXT: SECTION 2

Section 2: Sourcing

Provide sourcing for all data provided in Section 2: Insights, Strategy & Your Strategic Idea. Use superscript to link data points and sources. Include source of data, type of research, time period covered, etc.

1, 3 - World Health Organization (WHO) article, 17.10.2018, "United Nations agencies call for ban on virginity testing".

2 - BMC Paper, 18.05.2017, "Virginity testing: a systematic review". BMC is a peer reviewed online journal, sharing discoveries from research communities in science, technology, engineering and medicine.

PUBLIC VERSION: Section 2: Sourcing

You must provide a source for all data and facts presented anywhere in the entry form. The below field may only be used to list sources of data provided in your responses above, do not include any other information.

Recommended

Format: Use footnotes in your responses above and list each source numerically below. We recommend each source include the following information: Source of Data/Research, Type of Data/Research, Dates Covered. Do not include agency names in your sources. **View detailed guidelines here.**

SECTION 3: BRINGING THE IDEA TO LIFE - 23.3% OF TOTAL SCORE

This section relates to how and where you brought your idea to life – including your creative, communications and media strategies and the work itself. Judges are looking to understand why you chose specific media channels and how they relate to your strategy and audience. Judges will be providing their score for this section based on the information you provide in Question 3, the Media Addendum, and the creative work as presented in the creative reel and creative images. Between the creative examples and your response to this question, the judges should have a clear understanding of the creative work that your audience experienced and how the creative elements worked together to achieve your objectives.

3. How did you bring the idea to life? Explain your idea and your overall communications strategy. If applicable, how did you optimize and adapt the strategy?

Describe the customer experience and/or media eco-system.

Elaborate on your communications

CREATIVE LEAP

On the day Romanian high schoolers prepared for the National Baccalaureate exam (June 6th), VIF launched #UnExaminable, the campaign condemning the

strategy, including the rationale behind your key channel choices.

Why were your channel choices and media strategy right for your specific audience and idea? Your explanation below must include which specific channels were considered integral to your media strategy and why.

Describe why certain strategies for different markets were chosen.

Why were your channel choices and media strategy right for your specific audience and idea?

Your explanation below must include which specific channels were considered integral to your media strategy and why.

(Maximum: 575 words)

inhumane virginity exam by drawing a parallel between it and school exams and demanding its end.

CREATIVE STYLE

1. **STRAIGHTFORWARDNESS** – No hiding behind the bush! We tackled the topic frontally, showing people what the test consists in, what it means to the girl being tested.
2. **POINT OF VIEW FILM SHOT, 1st PERSON STORYTELLING** –The camera acts either as the eyes of the character, or shines a light on the character, helping the audience see what a girl sees. The tearjerker video immerses people into a teenage girl's feelings, capturing her anxious thoughts before what appears to be a school exam, when, in fact, her exam is the virginity exam, known as the "two-finger" test. We used this type of storytelling to plant the audience inside a girl's point of view. Because once we're inside their perspective, we can experience emotions with them, and WARC¹ showed emotion is 11X more successful in creating attention and buzz versus rational, persuasion approaches.

COMMUNICATION STRATEGY

1. **PR CAMPAIGN VERSUS CLASSICAL ADVERTISING** – as without media budget, press was crucial to the campaign success.
2. **DOMINO STRATEGY** – using one crucial target – *the press* – to get to another important target – *the society* – to finally get to the target needed to bring change home – *the state institutions and lawmakers* that previously ignored the cause.
3. **REINFORCING WOMEN'S RIGHTS, INSPIRING CULTURAL REVISION** – by validating good rites of passage (Baccalaureate) and invalidating harmful rites of passage (virginity testing).

By creating awareness around this exam that teenage girls still must pass nowadays, VIF invalidated a cruel and outdated cultural practice, energizing new values that promote gender equality and respect for women's rights.

By comparing the girls' virginity test to the school maturity exam all teenagers take, VIF helped society differentiate meaningful rites of passage & ceremonies like the Baccalaureate (The National Evaluation Exam celebrating gained education & the transition to adulthood – a tradition that should continue) from the terrible, scarring and useless rites of passage & ceremonies in our culture – the Middle Ages virginity exam, very much unfit in today's society.

MEDIA ECOSYSTEM:

1. WE STARTED WITH ONLINE MEDIA

1. *promoting the campaign film or snippets from it* through the VIF Network social media channels and on its partners social media channels – Centrul Filia, Anais & Asociatia FRONT / YouTube, Facebook, Instagram & websites.
2. *posting valuable information for traumatized girls*, encouraging them to seek council, talk with someone, if they need to.

2. **FOLLOWED UP WITH THE PETITION:** through the campaign video, VIF and the 3 NGOs made a national call for the elimination of virginity testing, asking for signatures from the society to support the cause and to pressure the state to take a stand.

3. **ENGAGED WITH A PROTEST:** At the end of the campaign, VIF and the 3 NGOs submitted all the signatures collected by the petition in a symbolic event, an organized protest in an iconic Bucharest square, in front of the Government building to maximize cause visibility and importance.

4. **AND THAT'S NOT ALL:** Making a splash from the very 1st day, the campaign only grew bigger with each campaign day, gradually & kindly supported by an impressive array of media outlets, influencers & pop culture institutions, eventually expanding exposure in more touchpoints than initially engaged through earned media:

1. **Earned TV** as a touchpoint (being promoted for free by the biggest TV stations)
2. **Earned OOH** as a touchpoint (placed near high-schools to encourage teenagers to support the cause)
3. **Earned Radio** as a touchpoint (discussing the cause)
4. **Earned promotion in lifestyle, business, cultural, regional online publications & via Key Influencers**

PUBLIC VERSION: How did you bring the idea to life? Explain your idea and your overall communications strategy. If applicable, how did you optimize and adapt the strategy?

Outline any components that were active in the effort e.g. CRM program, customer experience, pricing changes as well as promotions and communications.

*(Maximum: 100 words;
3 charts/visuals)*

ADDITIONAL LOCAL & CULTURAL CONTEXT: SECTION 3

This question is unique to the Best of Europe form and should be crafted with the judges in mind. While judges are global marketers, they may not be familiar with the unique nuances within the market in which your case ran. Provide them with any context here that will help them better understand your responses in Section 3.

PUBLIC VERSION: ADDITIONAL LOCAL & CULTURAL CONTEXT: SECTION 3

This question is unique to the Best of Europe form and should be crafted with the judges in mind. While judges are global marketers, they may not be familiar with the unique nuances within the market in which your case ran. Provide them with any context here that will help them better understand your responses in Section 3.

Section 3: Sourcing

Provide sourcing for all **1 – WARC Anatomy of Effectiveness, 1st Edition, published in 2019**

data provided in Section 3: Bringing the Idea to Life. Use superscript to link data points and sources. Include source of data, type of research, time period covered, etc.

PUBLIC VERSION: Section 3: Sourcing

You must provide a source for all data and facts presented anywhere in the entry form. The below field may only be used to list sources of data provided in your responses above, do not include any other information.

Recommended

Format: Use footnotes in your responses above and list each source numerically below. We recommend each source include the following information: Source of Data/Research, Type of Data/Research, Dates Covered. Do not include agency names in your sources. **View detailed guidelines here.**

SECTION 4: RESULTS - 30% OF TOTAL SCORE

This section relates to your results. Be sure to provide context (category, prior year) and explain the significance of your results as it relates to your brand's business. Tie results back to the objectives outlined in Section 1 - your response to **OBJECTIVE QUESTION** - objectives will appear above your response to **RESULTS QUESTION** as a reference to judges.

Because Effie has no predetermined definition of effectiveness, it is your job to prove why this case is effective: why the metrics presented are important for your brand and business/organization within the context of the submitted category.

Entrants are encouraged to use charts/graphs to display data whenever possible. Your response to RESULTS QUESTION may contain **up to five charts/graphs**.

As with the rest of the entry form, provide dates and sourcing for all data provided.

FOR REFERENCE ONLY - The entrant's response to Question 1C. (objectives/KPIs) will be displayed here as a reference for judges.

4A. PUBLIC VERSION: How do you know it worked? Tie together your story and prove your work drove the results. Explain, with category, competitor and/or prior year context, why these results are significant for the brand's business.

Effie has no predetermined definition of effectiveness. It is your job to propose why this case is effective: why the metrics presented are important for your brand and business/organization within the context of the specific category.

If you are entering this effort in multiple categories, your response to this question is required to be different for each category submission.

(Maximum: 100 words)

ROMANIA BANNED VIRGINITY TESTING BY LAW!

MARKETING OBJECTIVE - REACH GENERATING AWARENESS

Virginity testing became a viral topic in Romania

With free outpouring support from influencers and all important (Tier 1) media outlets in the country, the campaign exceeded its Awareness goal, **reaching 18 million¹ unique individuals** - equivalent to almost the total population of Romania² - **2X objective, and 83,500 €³ in earned media**.

1. *All major TV news channels promoted #UnExaminable during primetime & on their websites for free* - PRO TV, DIGI TV, EuroNews, B1 TV, Antena 3, Antena 1, Kanal D, Prima TV, Romania TV.
2. *35 Key Opinion Leaders - Top Romanian influencers* joined the cause for free, sharing the campaign and petition on their social channels.

3. *The campaign got picked up in pop-culture*, generating a whole debate on Reddit & getting a satiric nod in Times New Roman (Romania's equivalent of The Onion); an illustrator even drew an unofficial movie poster.
4. *It was broadcasted on radio*: Radio Romania International, DIGI FM and many others invited VIF in live interventions.
5. *Digital OOH was donated to VIF*: VIF placed them near high-schools, encouraging teens to spread the word & sign the petition.
6. *More than 60 news, cultural, lifestyle and regional online publications shared the campaign pro bono*. Like blood flowing from arteries to the smallest blood vessels, #UnExaminable spread from the biggest urban areas & media outlets to the smallest regional publications, reaching ALL country corners.

ACTIVITY OBJECTIVE – PETITION SIGNATURES

People got involved, signing the petition.

The petition raised more than 44,000 signatures⁴, 4X set objective, 8X more signatures than the 2018 Declic.ro petition⁵(benchmark).

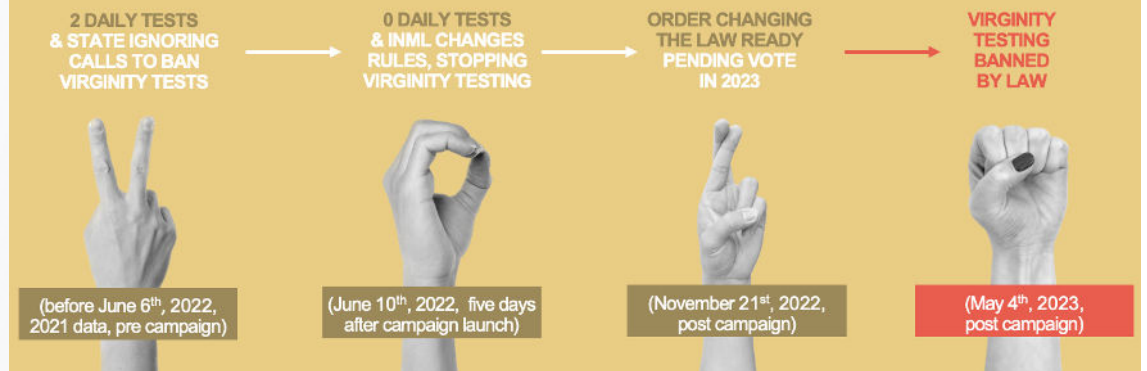
BUSINESS OBJECTIVE – BAN VIRGINITY TESTING

We stopped virginity testing institutionally, by law.

- **Only 5 days after campaign launch**, The Mina Minovici Forensic Medicine Institute (INML) changed the procedural rules, stopping issuing virginity certificates on request in Bucharest⁶. The Family Minister applauded this decision, encouraging all other country units to follow⁷.
- **On November 21st**, the Justice and Health Ministries finalized the order changing the law, prohibiting virginity testing on parental request, pending Parliament voting in 2023 (order 1134/C/255/2000⁸).
- **Since May 4th, 2023**, virginity certificates issued upon request from private citizens are officially banned in Romania by law, following a joint order of the Justice and Health Ministries (order no. 1.434/687/C/2023) published in the Official Gazette⁹.
- **These results are highly valuable**, given that only 10% of social campaigns in Romania result in institutional change¹⁰.

Visual 1¹¹

BEST RESULT



ADDITIONAL RESULTS:

1. #UnExaminable travelled overseas, reaching The Times¹² in UK.
2. The articles generated by earned media had a 3,44 minutes/ article Average Watch Time, almost 4 X 2022 norm¹³(benchmarks: informative/educative content – 1 minute/ article; advertising content – less than 1 minute). This shows the topic lacked awareness, people investing time to learn about it. The Facebook reactions to the campaign also stand as proof.

Visual 2¹⁴

REACTIONS TO THE CAMPAIGN

TRANSLATED FACEBOOK COMMENTS DURING CAMPAIGN (6.06.2022 – 30.06.2022).
VIDEO REACTIONS AND ADDITIONAL AWARENESS RESULT



Rose Mociorodinski

I had no idea about this law!

1y Like Reply



Ida Paducaru

Unbelievable! Something like this hasn't happened before '89.

1y Like Reply



Arabella Home

Heeeey... you are crazy... how can you do this to a minor? What does the People's Advocate say? Before '89, 40,000 women died when the communist party declared the Romanian woman "a reproduction animal". My wife was investigated by security when she had an ectopic pregnancy (baby in the fallopian tube, not uterus)... The fact that every night 300,000 children go to bed hungry, that doesn't matter... The opulence, you thieves, made you crazy ... and now you pass laws that offend the human dignity! Screw you!

1y Like Reply



Ana Maria Radulescu

Wow! Unexaminable and unbelievable. I just signed the petition. Congrats everyone for your initiative!

1y Like Reply

4B. Marketing communications rarely work in isolation. Outside of your effort, what else in the marketplace could have affected the results of this case - positive or negative?

Select factors from the chart and explain the influence of these factors in the space provided.

No Other Factors

4B. PUBLIC VERSION: Marketing rarely works in isolation. Outside of your effort, what else in the marketplace could have affected the results of this case – positive or negative – over the time period?

Select factors from the chart and explain the influence (or lack of influence) of these factors in the space provided. We recognise that attribution can be difficult; however, we're inviting you to provide the broader picture here in making the case for your effectiveness.

Explain the influence of the factors you selected above. This is your opportunity to address what else was going on to convince judges of the impact of your case by addressing these factors.

This is your opportunity to address what else was going on to convince judges of the impact of your case by addressing these factors. You are encouraged to use this

All of the presented results were generated **after the #UnExaminable campaign was launched, within days of launch.**

The campaign was a total game-changer for girls and women in Romania, achieving all what is set out to do.

It put the issue of **virginity and virginity testing in the spotlight** for society and the media.

space to address the significance or insignificance of other factors on the results achieved by your effort.

We recognize that attribution can be difficult; however, we're inviting you to provide the broader picture here in making the case for your effectiveness.

(Maximum: 300 words)

It coagulated the media and cohorts of influencers behind the cause, promoting it pro bono.

It convinced many people to sign the petition, more people than VIF convinced before, with other Declic.ro causes. No other VIF campaign had such success, in terms of media exposure, even though all previous campaigns and causes were just as deserving of attention.

It convinced state institutions and lawmakers to go from being passive, ignoring VIF's repeated notification to stop virginity testing (before campaign) to active (after campaign) changing procedures, drafting a law change. As 5 days after launch, #UnExaminable stopped virginity testing by institutional decision. And on November 21st lawmakers had ready (written) the final order that would change the law, pending voting in 2023.

All these elements establish the cause-and-effect relationship between the campaign and the results it achieved **proving the results were achieved as a direct consequence of the campaign.**

No other communications or initiatives contributed to the success of #UnExaminable.

If anything, the societal and economic events in 2022 (War in Ukraine, inflation, price explosion, Covid-19) might have affected people emotionally and financially, anesthetizing them in the face of yet another problem (virginity testing).

PUBLIC VERSION: Explain the influence of the factors you selected above. This is your opportunity to address what else was going on to convince judges of the impact of your case by these factors.

The chart provided is a sampling of marketplace activities, but your response is not limited to these factors. We recognize that attribution can be difficult; however, we're inviting you to provide the broader picture here in making the case for your effectiveness.

(Maximum: 200 words;
3 charts/visuals)

ADDITIONAL LOCAL & CULTURAL CONTEXT: SECTION 4

This question is unique to the Best of Europe form and should be crafted with the judges in mind. While judges are global marketers, they may not be familiar with the unique nuances within the market in which your case ran. Provide them with any context here that will help them better understand your responses in Section 4.

83,500 €¹⁴ in earned media equals a big budget for an online campaign (lasting a month) in Romania.

The force of the campaign lays also in the fact that it went from earning media at the 'biggest media outlets' - ProTV, Antena 1 & 3, Digi and B1 being the biggest TV stations in Romania, a country where TV is king - to earning media at the many medium & small regional online publications in the country (online penetration in Romania is high as well).

PUBLIC VERSION: ADDITIONAL LOCAL & CULTURAL CONTEXT: SECTION 4

This question is unique to the Best of Europe form and should be crafted with the judges in mind. While judges are global marketers, they may not be familiar with the unique nuances within the market in which your case ran. Provide them with any context here that will help them better understand your responses in Section 4.

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Section 4: Sourcing

Provide sourcing for all data provided in Section 4: Results. Use superscript to link data points and sources.

1, 11 – KLARMEDIA & BRAT, 3rd party media monitoring services – covering internet, radio, tv, newspaper, social media, members of AMEC (International Association for Measurement & Communication Evaluation). **Data monitoring interval: 6.06.2022 – 30.06.2022.**

Include source of data, type of research, time period covered, etc.

2 – Inse.ro, National Statistic Institute press release, 1.01.2022, “The resident population, January 1st, 2022”.

3 – Internal Media Agency estimate for earned media.

4 – Declic.ro 2022 VIF petition, 30.06.2022, “To the Ministry of Justice, Ministry of Health, National Institute of Legal Medicine Virginitate is #UnExaminabile. Let’s remove virginity tests from the law”.

5 – Declic.ro 2018 VIF petition, 1.07.2018, “We protect our victims. Starting June 2018, we’ll have temporary protection order for family violence victims”.

6, 7 – PROTVnews.ro article, 16.06.2022, “Starting June 10th, the National Institute of Forensic Medicine “Mina Minovici” (INML) no longer issues virginity certificates upon request. Family Minister Firea: This physical and emotional abuse was unacceptable”.

8 – Juridice.ro, 21.11.2022 – Justice and Health Ministries Official Document containing the final order - 1134/C/255/20003 - banning virginity testing, pending Parliament voting. Juridice.ro collaborates with the most important Romanian legal institutions, providing information on legislative changes from official sources.

9 – Forum for International Communications in partnership with PR Romania & GFK, January 2012, “Lobby in Romania” study.

10 – Visual 1:

- **Pre-campaign data: Vice Article X Pătratul Roșu podcast, 04.02.2022, “Why Romania still issues virginity certificates, although it's a 130-year-old practice”.**
- **After-campaign data: PROTVnews.ro article, 16.06.2022, “Starting June 10th, the “Mina Minovici” Institute (INML) no longer issues virginity certificates”.**
- **Photo-credits: Shutterstock.**

12 – Visual 2 – Translated Facebook comments during campaign, 6.06.2022 – 30.06.2022.

13 – TheTimes.co.uk article, 04.07.2022, „Girls traumatized by parents who force them to have virginity tests. How is this allowed in Europe in 2022, Romanian charities ask”.

14 – Internal Media Agency estimate for earned media

PUBLIC VERSION: Section 4: Sourcing

Provide sourcing for all data provided in Section 4: Results. Use superscript to link data points and sources.

Include source of data, type of research, time period covered, etc.

1, 13 – KLARMEDIA & BRAT, 3rd party media monitoring services – covering internet, radio, tv, newspaper, social media, members of AMEC (International Association for Measurement & Communication Evaluation). Data monitoring interval: 6.06.2022 – 30.06.2022.

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8 – Juridice.ro, 21.11.2022 – Justice and Health Ministries Official Document containing the final order - 1134/C/255/20003 - banning virginity testing, pending Parliament voting. Juridice.ro collaborates with the most important Romanian legal institutions, providing information on legislative changes from official sources.

9 - Euraktiv.ro article, 4.05.2023 - “Virginity certificates officially banned by law in Romania by a joint order order of the Justice and Health Ministries” (Order nr. 1.434/687/C/2023)

10 – Forum for International Communications in partnership with PR Romania & GFK, January 2012, “Lobby in Romania” study.

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14 – Visual 2 – Translated Facebook comments during campaign, 6.06.2022 – 30.06.2022.

15 – Internal Media Agency estimate for earned media.

The Investment Overview is reviewed as part of Section 3: Bringing the Idea to Life, along with your creative work, as presented in the Creative Reel and Images for Judging. These elements together account for 23.3% of your total score.

PUBLIC VERSION: Investment Overview Publication Settings

Please select one of the following permission settings.

Paid Media Expenditure (Current Year)

Campaign Period:
Competition Year Not Applicable

Paid Media Expenditures (Prior Year)

Campaign Period:
Prior Year Not Applicable

Compared to other competitors in this category, the budget is:

About the same

Compared to prior year spend on the brand overall, the brand's overall budget this year is:

About the same

Media Budget Elaboration

Budget Elaboration: If not already addressed in your responses to Questions in sections 1-4, elaborate to provide judges with

THE MEDIA EXPOSURE WAS FREE. ALL MEDIA WAS EARNED MEDIA¹

1. *VIF used its own media and Network's 3 NGOs Social Media channels - to promote the film and snippets of it on Facebook, Instagram and YouTube.*
2. *The Petition raised signatures with no paid promo.*
3. *All media was earned media:*

the context to understand your budget.

If you selected Not Applicable for either of the previous two questions, you are required to elaborate on your response.

1. The video got streamed on all major TV channels on primetime for free.
2. Online publications promoted the campaign for free.
3. Radios promoted the campaign for free.
4. OOH space was donated.
5. The 35 Romanian influencers promoted the campaign on their Social Media channels for free.

ADDITIONAL LOCAL & CULTURAL CONTEXT: BUDGET

This question is unique to the Best of Europe form and should be crafted with the judges in mind. While judges are global marketers, they may not be familiar with the unique nuances within the market in which your case ran. Provide them with any context here that will help them better understand your budget.

Elaborate on owned media (digital or physical company-owned real estate), that acted as communication channels for case content.

Owned media examples may include a corporate website, social media platforms, packaging, a branded store, fleet of buses, etc.)

Note: If owned media platforms were selected on the Communications Touchpoints chart, judges will expect to see an explanation of those platforms in your response.

Was owned media a part of your effort?

Yes : SOCIAL MEDIA PLAYS A CRUCIAL ROLE IN THE FUNCTIONING OF AN NGO, PERHAPS MORE IMPORTANT THAN ITS SOURCES OF FUNDING. An NGO that's not present in Social Media simply doesn't exist. Media outlets (online, radio, and television) are selective and don't cover most of the NGO's

actions. So Social Media remains the "oxygen source" and a source of notoriety. That's why #UnExaminable used for its promotion the VIF Network social media channel and the 3 NGOs' (Anais, Centrul Filia, Asociația FRONT) social media channels – Instagram, Facebook, YouTube, plus websites.

SPONSORSHIPS AND MEDIA PARTNERSHIPS

SPONSORSHIP AND MEDIA PARTNERSHIPS

Select the types of sponsorships /media partnerships used in your case. Choose all that apply.

Not Applicable

Then, provide additional context regarding these sponsorships and media partnerships, including timing.

Elaboration on Sponsorship and Media Partnerships

Provide elaboration.

NO SPONSORSHIPS, NO PARTNERSHIPS

All promotion outside the social media channels of The VIF Network and its 3 partner NGOs was donated and spontaneous, without made sponsorships and partnerships.

SOURCES

Investment Overview: Sourcing

Provide sourcing for all data provided in the Investment Overview.

1 – Media agency that helped monitoring the campaign calculated the estimate for the unpaid (earned) media obtained by #UnExaminable.

Use superscript in your responses above to

link data points and sources.

Include source of data, type of research, time period covered, etc. Do not include ANY agency names as the source of research.

Do not link to external websites or include additional information for judges to review.

Judges encourage third-party data where available.

See more sourcing guidelines here.

ALL TOUCHPOINTS

Select all touchpoints used in the effort, based on the options provided. You should explain in Question 3 which touchpoints from the list were **integral** to reaching your audience and why.

All Touchpoints

Select all that apply.

Branded Content – Editorial

Digital Mktg. – Short Video (:15-3 min.)

Digital Mktg. – Social: Organic

Interactive / Website / Apps

Public Relations

Street Mktg.

Press Header

MAIN TOUCHPOINTS

Indicate the three most important communications touchpoints, beyond the hero touchpoint selected above. If you only used one touchpoint beyond your primary touchpoint, simply select "Not Applicable" for Main Touchpoints 2 & 3.

Main Touchpoint 1

Digital Mktg. – Short Video (:15-3 min.)

Main Touchpoint 2

Public Relations

Main Touchpoint 3

Interactive / Website / Apps

SOCIAL MEDIA PLATFORMS

Select all social media platforms utilized in your effort from the list below.

Social Media Platforms - Select all platforms utilized in this effort.

Facebook

Instagram

YouTube

CREATIVE EXAMPLES

Creative Work is reviewed as part of Scoring Section 3: Bringing the Idea to Life, along with the entrant's response to Question 3 and the Media Addendum. These elements together account for 23.3% of the total score.

CREATIVE REEL

The Creative Reel is the entrant's opportunity to showcase the creative work that ran in front of their audience to the judges. The reel is NOT a video version of the written case. Judges recommend spending at least 70% of the creative reel's time on examples of creative work.

The creative reel is not judged for the production quality of the reel; judges are evaluating only the creative work that ran in the marketplace as it relates to the challenge, insights, audience, and strategy.

Specific, quantifiable results, agency names/logos, and competitor logos/work may not be included anywhere in the video.

The Creative Work is viewed once the case has been read.

CREATIVE WORK (OTHER)

Please note that the creative reel is not mandatory, work can be submitted as separate uploads or on a creative reel. However, creative work not produced in English must be accompanied by an English translation. Refer to the separate creative requirements document.

Creative Reel

250 MB max., mp4 format. Maximum of 3 minutes.

For 4:3 aspect ratio, minimum size should be 640 x 480; for 16:9 ratio, minimum size is 1280 x 720. Letterbox submissions may be sent as 640 x 480 (For optimum judging your video should show clearly on a laptop and on a central screen of approx. 50" x 30".)

Do not include any agency names in the file name or anywhere



in the reel. Effie encourages your file to be named "BRANDNAME-CATEGORY-ENTRYTITLE"

#UnExaminable Creative Reel
OK

Creative Work (Other)

Creative Video Sample

If you wish to upload individual samples of creative work (instead of a single creative reel), use this field. (Optional)



#UnExaminable Campaign Video
OK

Creative Audio Sample

If you wish to upload individual samples of creative work (instead of a single creative reel), use this field. (Optional)

IMAGES OF CREATIVE WORK

Upload images of your creative work that ran in the marketplace.

Communications channels highlighted must have been also featured in your creative reel.

Judges review these images after they read your case and watch your creative reel. Images should complement your reel and help the judges better evaluate the creative elements that ran in front of your audience.

Images for Judging are an opportunity to: + Showcase work that is better seen as a still image vs. video format + Draw further attention to key creative elements.

Images of Creative Work

Upload 2-6 images of your creative work that ran in the marketplace. Do not include agency names in the file name or within the images.

Technical Requirements:
.jpg/jpeg format



#UnExaminable Key Visual 1
OK



#UnExaminable Key Visual 2
OK



#UnExaminable Press Header Key Visual 3
OK



#UnExaminable Donated OOH 1
OK



#UnExaminable Donated OOH 2
OK



#UnExaminable Donated OOH 3
OK

Creative Work Examples (PDF Format)

Optional. Upload .PDF of creative work as submitted for judging from your original Effie submission. No more than 1 PDF file, up to 6 creative examples shown within that PDF.

TRANSLATION OF CREATIVE EXAMPLES (if applicable)

Translation of Non-English Creative Work (If Applicable)

If your creative examples include non-English work, you are required to include an English translation either via subtitles within the creative OR you may provide a translation in the text box below. This will not

#UnExaminable Key Visual 1

"VIRGINITY IS #UnExaminable. At the virginity test there is no difference between accepted and rejected, because virginity cannot be medically tested.
Sign the petition on Declic.ro and let's make them illegal."

#UnExaminable Key Visual 2

"VIRGINITY IS #UnExaminable. Sign the petition on Declic.ro and let's make them illegal."

#UnExaminable Key Visual 3

be counted towards
your entry form page
limit.

“VIRGINITY IS #UnExaminable. A campaign initiated by the VIF Network.”

#UnExaminable Donated OOH 1,2 and 3

“The genital examination of individuals to determine virginity, defloration – 100
lei. Sign the petition on Declic.ro and let’s make them illegal. **VIRGINITY IS
#UnExaminable. A campaign initiated by the VIF Network.”**

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With Print Set JUDGING VIEW - with edited responses.

PDF Fingerprint acc2a323e1f7ef0d3fbd263d6e1bc85a