

E-991-124

Deals stuck in time

**Product**

Deals stuck in time

**Category Entered**

Best of Europe: Media Strategy & Idea

## ENTRY DETAILS

### ORIGINAL EFFIE PROGRAM

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

Sweden

### ORIGINAL CATEGORY

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

Media Strategy & Idea

### COUNTRIES PRESENTED IN THIS CASE

List the markets that this entry covers.

Sweden

Please indicate all countries where this work ran.

Sweden

### INDUSTRY SECTOR

Classify your brand by one of the available

Food & Beverages (Non-Alcoholic)

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.

**Fast food**

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**

**2022-01-01**

**Date To**

**2023-02-01**

## 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**

**2022-12-26**

**Date To**

**2023-02-01**

## 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.

The fast-food category in Sweden has evolved in recent years. McDonald's, which has been the industry leader for decades, began to experience greater competition from existing chains and newly opened niche burger joints in 2012.

Around the same time, sustainability was growing as a consideration, and Swedes were becoming more demanding about food quality. However, McDonald's was perceived to underdeliver on both these parameters<sup>1</sup>. The brand was not seen as modern, rather as an "American giant" lacking humanity or warmth<sup>2</sup>. This didn't just lead to Swedes visiting McDonald's less frequently - they stopped going altogether. McDonald's Sweden had lost a total of 11 million visits between 2012-2017<sup>3</sup>, a 5-year decline we needed to address.

So, in 2018, McDonald's did a "brand reset" to start winning Swedes hearts and minds again. As part of the new strategy, McDonald's decided to work more actively to create positive connections to its younger audience (16-24) to future proof their baseline sales. For this target group, McDonald's strategy is to work with highly creative, engaging campaigns, mostly on digital platforms, with the goal of increasing their perception of value for money at McDonald's, as it's the strongest driver of visit intent<sup>4</sup>. Another important objective for these campaigns is to drive more people to download and actively use the McDonald's app, so McDonald's can offer more personalized content and deals to create relevancy and drive higher frequency.

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## Case Summary:

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").

The tough economic climate and inflation was hitting Swedes financially. And as food prices soared, people were increasingly talking nostalgically about McDonald's old prices, especially in McDonald's social channels.

Fortunately, there is one place where McDonald's great old deals are immortalized - Google Street View. In 2022, Google Maps updated its app, making it possible for people to use their phones to historically revisit any geographic locations. Because Google had been taking photos of Sweden's streets since 2009, McDonald's old deals were 'stuck' in the captured images. Where they have been ever since, protected from inflation. And as McDonald's has done a lot of outdoor advertising over the years, many great deals from McDonald's were essentially 'stuck in time'.

To make more Swedes consider McDonald's as a brand that gives greater value and encourage more people to download and use McDonald's app, we decided to

Think of the case summary as a mini-case or an elevator speech.

reactivate over a decade's worth of McDonald's old outdoor ads - and advertise the campaign on the exact same billboards, so that anyone could use the deals again.

By turning yesterday's deals into McDonald's best deals today with a media driven idea, Swedes time-travelled more than 840,000 times. The number of active app users increased +28%, and "good value for money" rose from 43% to 56%, putting McDonald's in the lead over its main competitor MAX Burgers for the first time. Visit intent increased from 41% to 53%, leading to +17,1% sales growth in January 2023 versus January 2022, making it the strongest January ever.

## 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.

When McDonald's launched in Sweden in 1973, they were not just the talk of the town, but the entire country. They commissioned the most respected architects to design their restaurants, they created a new way for families to spend time together and Swedes literally lined up to work for them. In short: they kicked ass. But the world has spun a few times since 1974. By 2012 once the aftershocks of the financial crisis had faded, household disposable income and consumer confidence increased, and restaurant VAT was reduced from 25% to 12%<sup>5</sup>. This made it easier than ever for local brands to start a business in the growing fast-food market. In fact, 16 000 new jobs were created in the fast-food category during 2012<sup>6</sup>, which is a big deal in a small country like Sweden with just 10 million inhabitants.

Provide context about your brand and business situation, including main competitor spend, position in market, category benchmarks, etc. What were the

Meanwhile, smartphone penetration skyrocketed, with many brands trying to get people to download their apps to learn more about their customers and create personalized offers to drive higher frequency. MAX, the Swedish family-owned competitor to McDonald's, were ahead of the curve, and was the first big burger brand in the market to introduce an app with several convenient features and a great user experience. McDonald's was miles behind and didn't launch its app until years later.

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)

Being the first one launching its app with special offers to its users, MAX got a head start in growing its user-base and promoting its app deals to drive Swedes' perception of the brand attribute "value for money". This was a big deal, as value for money is the most important driver of visit intention in the burger business<sup>7</sup>. In 2022 - before our effort began - 50% in the target group (16-24) said MAX had great value for money, a clear lead over McDonald's at 43%<sup>8</sup>.

This brought a big challenge for McDonald's, as they had to attract people to use their app to drive perception of value in a very tough competitive situation. At the end of 2022, McDonald's decided to address the issue, and drive active users in their app. And by doing so, increase the perception of value for money, drive visit intent, ultimately leading to more visits and sales.

## 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?

Specifically for this campaign, McDonald's wanted to reach a younger target audience (16-24) to increase value perception and maximize app usage. It is essential for McDonald's brand building efforts to create positive connections to this group at an early stage, as they soon will grow up to start families one day, making them McDonald's most valuable target group in the long-term.

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

Most Swedish young people live in the cities and are always on the move, often exposed to digital and printed out of home advertising<sup>9</sup>. The younger target audience is also digitally savvy and consumes much less traditional media while consumption of social media, video and music services, podcasts and digital newspapers is high<sup>10</sup>.

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

However - going back to the challenge - getting youths to download an app is not so easy today. Swedes get bombarded with more than 5,000 commercial messages a day, and 8 out of 10 Swedes say advertising is annoying<sup>11</sup>. The fact that youths scroll 90 meters of content every day<sup>12</sup> and that 35% of Swedes use ad blockers<sup>13</sup> told us we needed to be really engaging to overcome this challenge.

(Maximum: 300 words)

Regardless of age, Swedes have one important thing in common - their intent to visit McDonald's is highly influenced by their perception of McDonald's as a brand that gives great value for money. In fact, value for money is the strongest driver of visit intent<sup>14</sup>. So, to increase visit intent and ultimately visits and sales, we had to increase people's perception of the value McDonald's brings.

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

Provide specific numbers/percentages

**App downloads and active app usage**

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)

**Objective:** Increase the number of app downloads from 30,400 during January 2022 to 42,000 during January 2023 and increase the number of active app users (those who use the McDonald's app weekly) from 247,246 during January 2022 to 280,000 during January 2023. *As the number of active app users allows McDonald's to offer more personalized and relevant offers to drive the parameter Value for money to increase visit intent, active app users were an important objective. As MAX, McDonald's biggest competitor, had launched its app several years before McDonald's, and considering the challenge to get youths to download and use another new app, increasing it by more than +10% (approx. 32,000) was a big goal.*

#### **Value for money**

**Objective:** Increase "good value for money" from 43% in January 2022 to 48% in January 2023 in the target group 16-24, measured by McDonald's brand tracker HOT. *As "good value for money" is the strongest driver of visit intent<sup>15</sup>, seeing an uplift in this metric is indicative of more visits and higher sales for the brand. Considering the tough competition in the marketplace and the fact that this brand attribute is a slow-moving parameter, increasing "good value for money" with 5ppt was an ambitious objective.*

#### **Visit intention**

**Objective:** Increase the visit intent from 41% (January 2022) to 46% (January 2023) in the target group 16-24, measured by McDonald's brand tracker HOT. *As visit intent has the strongest correlation to real visits and sales<sup>16</sup>, this metric is indicative and important. The higher visit intent people have, the higher likelihood they will visit, pay more, and visit more often. This in turn affects penetration, average check, and frequency - crucial parameters in a volume business like McDonald's. Considering the crowded market and McDonald's big competitor MAX, 5ppt was a bold objective.*

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## 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

The delays in global supply flow due to the pandemic and Russia's war on Ukraine, made food prices increase at an unprecedented pace in Sweden. It made inflation in Sweden increase from 3,7% to 11,7% between January 2022 and January 2023<sup>17</sup>. In response, the Swedish central bank increased the policy rate from 0,00% in January 2022 to 3,75% to date<sup>18</sup>, making all banks increase the mortgage interest rates which in turn put a lot of pressure on households. In addition, at the end of 2022, the currency for SEK was at an all-time low versus the Euro<sup>19</sup>.

This dramatic shift in the economic climate made the whole public discourse change to a one dominated by talk of economics and inflation. McDonald's, being

here that will help them better understand your responses in Section 1.

the biggest fast-food brand in Sweden, was by no means unaffected and had to increase prices across the menu to keep up with the increasing food costs.

## 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. HOT, McDonald's brand tracker, Kantar, 2017
2. CBI, McDonald's consumer business intelligence, 2017
3. CBI, McDonald's consumer business intelligence, 2017
4. Kantar TNS, Driver Analysis for McDonald's Sweden, 2018
5. Growth analysis, report, The authority for growth policy evaluations and analyses, 2012
6. Central Bureau of Statistics, Sweden, 2013
7. Kantar TNS, Driver Analysis for McDonald's Sweden, 2018
8. HOT, McDonald's brand tracker, Kantar, 2022
9. OMD Sweden, media analysis, 2020
10. The Swedes and internet, The Swedish Internet Foundation, 2021
11. Novus, Advertising annoys?, 2021
12. Novus, Advertising annoys?, 2021
13. Statista, ad blocker usage in Sweden, 2021
14. Kantar TNS, Driver Analysis for McDonald's Sweden, 2018
15. Kantar TNS, Driver Analysis for McDonald's Sweden, 2018
16. Kantar TNS, Driver Analysis for McDonald's Sweden, 2018
17. The National Institute of Economic Research, Sweden, 2022
18. Swedish Riksbanken, 2022
19. Ekonomifakta, 2022

## 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,

To increase app usage and entice more Swedes to view McDonald's as a brand that gives great value for money to drive visit intent, we needed a human insight,

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)

and we didn't have to look far from the McDonald's brand to find it.

Because as food prices soared, Swedes didn't just seek valuable, affordable food more than ever, they also turned to social media to express (often negative) sentiment about the change. McDonald's, being known for its affordable food for decades, became a reference point for people remembering when times were better. In fact, the feed in McDonald's own channels was full of people commenting nostalgically about McDonald's old prices.

Fortunately, there is one place where McDonald's great old deals are immortalized - Google Street View. In 2022, Google Maps updated its app, making it possible for people to use their mobile phones to historically revisit any geographic locations. Because Google had been taking photos of Sweden's streets since 2009, McDonald's old deals were 'stuck' in the captured images. Year after year. Where they have been ever since, protected from inflation. And as McDonalds has done a lot of outdoor advertising over the years, many great deals from McDonald's were essentially 'stuck in time'.

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.

(Maximum: One-Sentence: 20 words)

As inflation-protected deals are stuck in Google Street View, we can use them to make it McDonald's best deals today.

## 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.

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## 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.

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# 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.

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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

To increase app usage and make more Swedes see McDonald's as a brand that gives value for money to drive visit intent, we needed to have an engaging way to

media eco-system.

Elaborate on your communications 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)

bring the idea to life and maximize participation.

The user-experience had to be inclusive, smooth, and easy. Because we wanted to tap into the target audience media behavior, we needed a mix that would appeal to them both offline and online.

That's why there were two ways to get the deals stuck in time, one physical and one digital: 1) scanning McDonald's outdoor ads you come across in real life today; and 2), finding the historic outdoor ads in the same location on Google Street View.

1. We began by locating McDonald's old outdoor ads on Google Street View and made specific media purchases on the exact same outdoor locations, matching the deals on the outdoor ads with the old ads. We created unique QR codes for each deal on the outdoor ads, so people could scan the outdoor ad and get the deal that used to be there, only available for them if they downloaded the McDonald's app. As the whole idea was based on McDonald's old outdoor ads stuck in Google Street View, outdoor media was an essential part of the strategy and media mix.
2. As McDonald's many old outdoor ads were stuck in time on Google Street View, people who found them on Google Street View could copy the URL and paste it at the website [dealsstuckintime.se](https://dealsstuckintime.se). There, once the deal was confirmed, people were directed to McDonald's app where the unique URL from Google Street View became a voucher people could redeem. As one objective was to increase app usage, this part was crucial.

To maximize organic reach, we worked with PR and community mapping to tap into communities online with the news that you could get McDonald's old deals today. To make a cultural impact through paid reach within the target group and make them participate on the platforms they use the most, we used YouTube, Instagram, Facebook, TikTok, Influencers and McDonald's app in addition to the outdoor ads.

In all channels, we talked about the initiative and encouraged people to find old McDonald's deals by traveling back in time. The creative assets were specifically crafted to constantly tell the narrative that you can "travel in time", in the copy and key visuals. By doing so, we tapped into the nostalgia people felt for McDonald's old prices by using a look-and-feel from time travel films.

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## 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.

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### Section 3: Sourcing

Provide sourcing for all 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.

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## 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.

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FOR REFERENCE ONLY - The entrant's response to Question 1C. (objectives/KPIs)

will be displayed here as a reference for judges.

4A. How do you know it worked? Explain, with category and prior year context, why these results are significant for the brand's business.

Results must relate to your specific audience, objectives, and KPIs.

Provide a clear time frame for all data shown.

(Maximum: 500 words)

McDonald's Sweden operates in the crowded fast-food category and fights for every customer with local competitor MAX Burgers. MAX had launched its app and offered attractive app deals long before McDonald's. And as a result in 2022, MAX had a clear lead on the most important driver of visit intent, the attribute Value for money<sup>20</sup>.

By turning McDonald's old deals stuck in time into their best deals today, McDonald's didn't only tap into Swedes conversations on increased prices, but reactivated over a decade of media investments in outdoor advertising. It gave Swedes great incentives to use the McDonald's app and showed how McDonald's gives great value for money, increasing visit intent, sales, and visits.

Swedes time-traveled more than 840,000 times during the campaign in January 2023<sup>21</sup>. They found over 850 unique old outdoor deals from McDonald's that were stuck in time on Google Street View and submitted 13,400 deals<sup>22</sup>. The campaign engaged people from all over Sweden, generating 12,000,000 in earned media impressions, more than Sweden's population at 10 million<sup>23</sup>.

The big media exposure and engagement in the campaign increased the number of app downloads by +65%, from having 30,400 app downloads in January 2022, to 50,210 app downloads during the campaign in January 2023<sup>24</sup>, +19% (or 8,210) above objective (42,000).

Meanwhile, the number of active app users rose by +28%<sup>25</sup>. In January 2022, McDonald's had 247,246 active app users and during the campaign in January 2023, they had 317,990 active app users, +13% (or 37,990) above objective (280,000).

The strongest driver of visit intent, the brand attribute "good value for money", rose by +30%, from 43% (January 2022) to 56% (January 2023) in the target group 16-24, +16% (or 8 ppt) above objective (48%), putting McDonald's at a lead by 8 percentage points versus MAX Burgers (48%) for the first time ever<sup>26</sup>.

The uplift in the brand attribute "good value for money" made more Swedes want to visit McDonald's as visit intent increased by no less than +29%, from 41% (January 2022) to 53% (January 2023) in the target group (16-24), +15% (or 7ppt) above objective (46%)<sup>27</sup>. In the total population, visit intent increased from 39% (January 2022) to 42% (January 2023)<sup>28</sup>.

The increase in visit intent brought a growth in visits by +10,8% in January 2023 vs January 2022, resulting in a staggering +17,1% sales growth in January 2023 versus January 2022, making January 2023 the strongest January ever in the history of the brand<sup>29</sup>.

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.

Societal or Economic Events (e.g. changes in economic, political, social factors)

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

The delays in global supply flow due to the pandemic and Russia's war on Ukraine, made food prices increase at an unprecedented pace in Sweden. It made inflation in Sweden increase from 3,7% to 11,7% between January 2022 and January 2023. In response, the Swedish central bank increased the policy rate from 0,00% in January 2022 to 3,75% today, making all banks increase the mortgage interest rates, which in turn put a lot of pressure on households.

This dramatic shift in the economic climate made the whole public discourse change to a one dominated by talk of economics and inflation. Swedes now started to look to brands that offered lower prices to a higher extent. This may have positively affected McDonald's situation in the category, helping us seem humble that our effort may have worked even harder than it would if the economy would have stayed as good as it was the year(s) before our effort. In addition, McDonald's added its loyalty program to their app in 2018 with a coupon strategy that also may have helped in driving Swedes perception of value for money at McDonald's.

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)

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.

## 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.

- 20. Kantar TNS, Driver Analysis for McDonald's Sweden, 2018
- 21. CBI, Consumer Business Intelligence, analysis of dealsstuckintime.se, McDonald's Sweden, 2023
- 22. CBI, Consumer Business Intelligence, analysis of dealsstuckintime.se, McDonald's Sweden, 2023
- 23. Prime Weber Shandwick Sweden, analysis of Deals stuck in time, 2023
- 24. CBI, Consumer Business Intelligence, analysis of app downloads and active usage, 2023
- 25. CBI, Consumer Business Intelligence, analysis of app downloads and active usage, 2023
- 26. HOT, McDonald's brand tracker, Kantar, 2023
- 27. HOT, McDonald's brand tracker, Kantar, 2023
- 28. HOT, McDonald's brand tracker, Kantar, 2023
- 29. CBI, Consumer Business Intelligence, analysis of sales and visits, McDonald's Sweden, 2023

## INVESTMENT OVERVIEW

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.

Paid Media Expenditure (Current Year)

Campaign Period:

Competition Year €50-200 Thousand

## Paid Media Expenditures (Prior Year)

Campaign Period:

Prior Year €50-200 Thousand

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 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.

## 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 : Yes, we used owned media to communicate about the initiative, primarily McDonald's on social channels.

## 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. **We did not use any media partnership or sponsorship for this campaign.**

## SOURCES

### Investment Overview: Sourcing

Provide sourcing for all data provided in the Investment Overview.

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.

Digital Mktg. – Display Ads

Digital Mktg. – Mobile

Digital Mktg. - SEM

Digital Mktg. - SEO

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

Digital Mktg. – Social: Organic

Digital Mktg. – Social: Paid

Digital Mktg. – Video Ads

Interactive / Website / Apps

OOH – Billboards

OOH – Other Outdoor

Sampling/Trial

## 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

OOH – Other Outdoor

### Main Touchpoint 2

Interactive / Website / Apps

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Main Touchpoint 3

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

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## 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

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Instagram

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Snapchat

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TikTok

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YouTube

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## 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 & CREATIVE WORK

The Creative Reel is your opportunity to showcase the creative work that ran in front of your audience to the judges. The reel is NOT a video version of your written case - judges thoroughly review the written case before watching the reel and become frustrated when there is too much repetition & not enough examples of the creative work are shown. Judges recommend spending at least 70% of your 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 your challenge, insights, audience, and strategy.

**Results (including social metrics), agency names/logos, competitor logos/work, and stock music/images that will cause confusion for judges with how your work ran in the marketplace 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.

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### 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"**

Deals stuck in time  
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)

### 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.

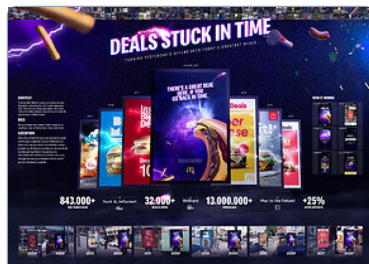
Judges review these images after they read your case and watch your creative reel. Images should complement your reel and help the judges better evaluate the creative elements that ran in front of your audience.

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.

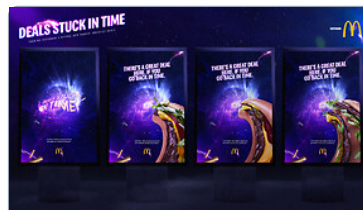
## Images of Creative Work

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



Deals stuck in time board  
OK



Deals stuck in time OOH  
OK



Deals stuck in time key visual  
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  
be counted towards  
your entry form page  
limit.

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With Print Set JUDGING VIEW - PDF Version of the Written Entry for Judges

PDF Fingerprint 75b1a7e80ee74b6d4a780d8630cab82b