

# 2018 effie north america

## case study samples

On the following pages, six examples of successful cases from the 2018 Effie Awards North America are featured – including examples from the Product & Service, Specialty, Health, Media, and Positive Change categories. Even if you are not entering one of these specialty groupings or competitions, there are still lessons to be learned in the way entrants share their story. We encourage teams to review these case studies and the feedback judges provided.

Please note that as part of Effie’s publication policies, entrants have the opportunity to edit their submitted case study to redact sensitive information from the published version. Edited case studies are designated by a note in the bottom right-hand corner of the case study PDF.

Reviewing these past winning case studies is encouraged; however, please keep in mind that some detailed information reviewed by judges may have been cut from the published version. For example, the published case study may have specific objectives or results removed. Additionally, Effie does not endorse a single, specific formula to follow when it comes to crafting an effective entry. Different situations call for different methods of storytelling, objectives, metrics, etc.

When writing your entry, thoroughly review the questions and detailed instructions within the entry form template and review all entry resources for further guidance.

### **Effie Case Study Database**

To see additional winners, visit Effie’s [Case Study Database](#).

All visitors have access to the 90-word summaries and credited companies and individuals. Subscribers also have access to play the case video and, where publication permission was given, to read the written case study. Annual and Single-use subscriptions are available; visit our [subscriptions page](#) to learn more.

### **Download Entry Materials and Additional Resources**

Review full competition rules, category definitions, and download entry materials as they become available.

# case study #1

## The Bright Side of Brexit

Figliulo and Partners / Swellshark / Virgin Atlantic Airlines  
2018 Gold / Transportation

**READ THE CASE STUDY.**

Watch the creative reel.

View the case summary and credits.



### Judge Insight:

**"Counter intuitive use of strong economic headwinds."**

**"Cultural relevance and the ability to use the forces around them for good."**

**"The insights developed from research and target audience were focused and likely to provide the desired results, and they did - 25% increase in US passengers to London. I also think the humor paid off the insights of the Optimistic Anglophile persona. I thought the Brexit Calculator was also a great idea as it paid off exactly what you would get for a variety of products & services."**

# case study #2

Her Story is Our Story: The Laws of Gilead  
Universal McCann / Hulu  
2018 Silver / Entertainment & Sports

**READ THE CASE STUDY.**  
Watch the creative reel.  
View the case summary and credits.



Judge Insight:

**“Bringing the Idea to life in an integrated break-through way. Really strong use of social media and integration with publishing partners to drive results”**

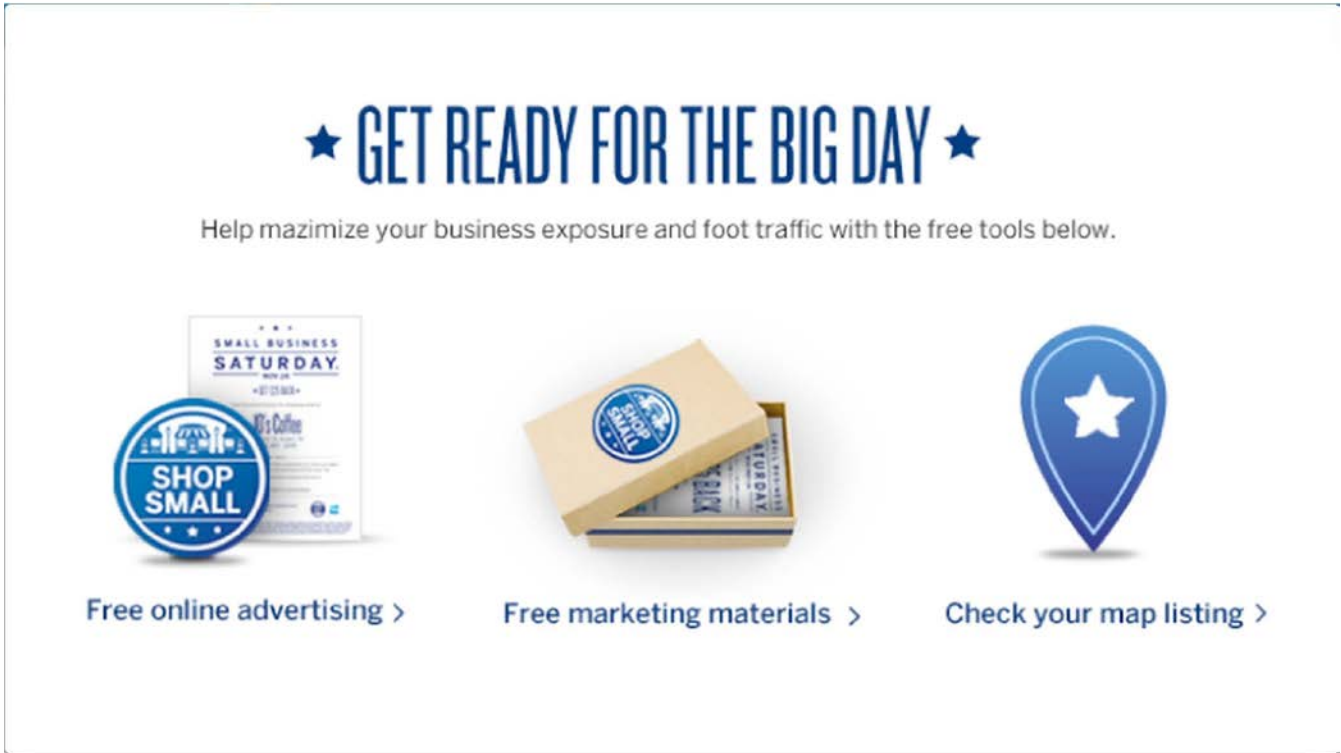
**“Powerful message tapping into a social sentiment that was relevant to the social environment.”**

**“The idea to use the rules of the story were thoughtful.”**

# case study #3

Small Business Saturday  
Digitas LBi / American Express  
2017 Gold / Sustained Success – Services

**READ THE CASE STUDY.**  
Watch the creative reel.  
View the case summary and credits.



Judge Insight:

**“Tremendous incremental impact; consistency and proven results.”**

**“This entry shows very clearly how the program evolved over time.”**

**“Brilliant initiative overall - Great Insight and Creative Idea that drove the program at its inception. Clear growth year over year.”**

**“The challenge did a very good job of framing the degree of difficulty for building on such a successful program. Specifically, what was happening when it initially launched and the changing environment that led to the constant reinvention the program.”**

# case study #4

## Blue Hen

Partners + Napier / Highmark Blue Cross Blue Shield Delaware  
2018 Gold / Healthcare Services

**READ THE CASE STUDY.**  
Watch the Creative Reel.  
View the case summary and credits.



### Judge Insight:

**“Local insight generation was very well done with creative that was built from the insight as the foundation. If you are from Delaware, this will appeal to you so they accomplished**

**“Very clear explanation of challenge and insights to get to a strategy of what needs to be done to overcome. And a smart creative leaning into local state patriotism.”**

**“Overall, an end-to-end story, leveraging how local can out-engage national.”**

# case study #5

**READ THE CASE STUDY.**  
Watch the creative reel.  
View the case summary and credits.

## Lockheed Martin Field Trip to Mars

McCann New York / Lockheed Martin

2017 Gold / Media Innovation – New Channel Creation



Judge Insight:

**"[This was a] ground-breaking idea in creating a new shared VR channel."**

**"The insight itself and the media and creative action taken based on that insight was phenomenal in this case. It's exactly what brands should be doing to connect the dots between addressing a challenge and connecting with consumers/press/society..."**

**"[I] loved the blend of strategy, creativity and media innovation."**

## case study #6

Evan

**READ THE CASE STUDY.**

Watch the creative reel.

View the case summary and credits.

BBDO New York / Sandy Hook Promise  
2018 Silver / Positive Change: Social Good – Non-Profit



Judge Insight:

**“Taking a limited budget and leveraging power of earned to drive coverage and conversation. Going into effort sans goal of 'winning' gun debates.”**

**“Very clear objective set-up, defined KPI's and results that directly attribute the campaigns efforts to these results.”**

**“The creative is incredibly compelling and the distribution strategy was genius.”**