
As well as the sales growth, add all other returns to the total payback: the decline that would have happened with no campaign, plus the increased value of the brand, and maybe even plus a share price rise. Add these together to estimate the campaign's RCMII (return on marketing investment).

Make the best of the creative pool

Creativity accounts for a big slice of the total marks in many competitions. Don't assume the campaign's creativity will speak for itself. Talk it up.

Perhaps the campaign won a creative award. Perhaps the film director or photographer has won creative awards. Perhaps the campaign was reviewed in trade or national press (hint: use the director's technique. A review which said, "A sparkling performance could not disguise the terrible script" becomes "A sparkling performance"). Perhaps the client could supply a quote. Get the creative team responsible for the campaign to describe it in the entry so the judges "see" its creativity.

A video is crucial here. The entry convinces the judges with logic, evidence and facts. The video wins their hearts and inspires their imaginations.

Think about the video from the start

Good videos take several weeks to produce, so warn the production department well in advance. Agree on a script with the creatives early. Make sure fancy effects don't obscure the clarity of the story.

Put yourself in a judge's shoes

Liz Wade of Ogilvy & Mather New York interviewed several O&M people who have judged the Effies. She found:

- **Judges are stressed.** They have to read many papers in a limited time. Make your case a quick read by halving the number of words and telling a bedside-simple story.
- **Judges are ignorant.** They have to assess things they know nothing about without looking silly. Give them the background and benchmarks they need to confidently advocate for your case.
- **Judges are suspicious.** They are on the lookout for propaganda, half-truths, salesmanship. Surprise them with disarming honesty.
- **Judges are emotional.** If you win their hearts, they will search for ways to up your score. Romance the insight and the work (but never romance the results).

Library Of Effies Guide Being Up Yourself

Katrin Zwirglmaier



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Table of Contents Library Of Effies Guide Being Up Yourself

1. Understanding the eBook Library Of Effies Guide Being Up Yourself
 - The Rise of Digital Reading Library Of Effies Guide Being Up Yourself
 - Advantages of eBooks Over Traditional Books
2. Identifying Library Of Effies Guide Being Up Yourself
 - Exploring Different Genres
 - Considering Fiction vs. Non-Fiction
 - Determining Your Reading Goals
3. Choosing the Right eBook Platform
 - Popular eBook Platforms
 - Features to Look for in an Library Of Effies Guide Being Up Yourself
 - User-Friendly Interface
4. Exploring eBook Recommendations from Library Of Effies Guide Being Up Yourself
 - Personalized Recommendations
 - Library Of Effies Guide Being Up Yourself User Reviews and Ratings
 - Library Of Effies Guide Being Up Yourself and Bestseller Lists

5. Accessing Library Of Effies Guide Being Up Yourself Free and Paid eBooks
 - Library Of Effies Guide Being Up Yourself Public Domain eBooks
 - Library Of Effies Guide Being Up Yourself eBook Subscription Services
 - Library Of Effies Guide Being Up Yourself Budget-Friendly Options
6. Navigating Library Of Effies Guide Being Up Yourself eBook Formats
 - ePub, PDF, MOBI, and More
 - Library Of Effies Guide Being Up Yourself Compatibility with Devices
 - Library Of Effies Guide Being Up Yourself Enhanced eBook Features
7. Enhancing Your Reading Experience
 - Adjustable Fonts and Text Sizes of Library Of Effies Guide Being Up Yourself
 - Highlighting and Note-Taking Library Of Effies Guide Being Up Yourself
 - Interactive Elements Library Of Effies Guide Being Up Yourself
8. Staying Engaged with Library Of Effies Guide Being Up Yourself
 - Joining Online Reading Communities
 - Participating in Virtual Book Clubs
 - Following Authors and Publishers Library Of Effies Guide Being Up Yourself
9. Balancing eBooks and Physical Books Library Of Effies Guide Being Up Yourself
 - Benefits of a Digital Library
 - Creating a Diverse Reading Collection Library Of Effies Guide Being Up Yourself
10. Overcoming Reading Challenges
 - Dealing with Digital Eye Strain
 - Minimizing Distractions
 - Managing Screen Time
11. Cultivating a Reading Routine Library Of Effies Guide Being Up Yourself
 - Setting Reading Goals Library Of Effies Guide Being Up Yourself
 - Carving Out Dedicated Reading Time
12. Sourcing Reliable Information of Library Of Effies Guide Being Up Yourself
 - Fact-Checking eBook Content of Library Of Effies Guide Being Up Yourself
 - Distinguishing Credible Sources
13. Promoting Lifelong Learning

- Utilizing eBooks for Skill Development
- Exploring Educational eBooks

14. Embracing eBook Trends

- Integration of Multimedia Elements
- Interactive and Gamified eBooks

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