





Studying campaigns and ad work that's received recognition in the industry is a great way to start familiarizing yourself with the craft, exposing yourself to smart thinking, and just plain be inspired. But finding collections of award-winning work and case studies that aren't behind a paywall can be tough. We're sharing places to find case study videos and PDFs to fuel your own creativity and thinking.

Featured Cases: Ideas That Work

Each month, Effie Worldwide features a curated selection of case studies from around the world. For access to all Effie cases, [click here](#). Sign up to receive updates from Effie Worldwide [here](#).

2020 Effie Index: Most Effective Worldwide

The Effie Index ranks the most effective marketers, brands, networks and agencies by analyzing finalist and winner data from Effie Awards competitions around the world. This month, take a closer at the brands, marketers, and agencies named Most Effective in the 2020 Effie Index. You can review the full Index rankings at effieindex.com.

			
<p>Instoptica: fighting for Ukrainians' eyesight in the belly of the beast Luxoptica 2019/Gold New technologies/Ukraine Language: English</p>	<p>Beautifully Real Moms Baby Dove 2019/Bronze Personal Care - Products & Services/Canada Language: English</p>	<p>Coke Studio Explorer 2018 Coke Studio Explorer 2018 2019/Silver Branded Content/Pakistan Language: English</p>	<p>Un Bip Por La Guajira Un Bip por La Guajira 2019/Gold Servicios Financieros y Seguros/Colombia Language: Spanish</p>

Just Added

			
<p>Changing the Game Microsoft 2020/Gold Electronics/United States</p>	<p>DNA Discounts Aeromexico 2020/Gold Transportation/United States</p>	<p>Back-to-School Essentials Sandy Hook Promise 2020/Gold Seasonal Marketing - Services/United States</p>	<p>Stop Traffick Street Grace 2020/Gold Brand Experience: Live/United States</p>

[The Effies Case Database](#)

In addition to videos galore, the Effies is one of the few places you can see full case study PDFs for free—well, at least a handful of them. Look for campaigns labeled with "Complimentary Access" to download the full case study. For example, this one for [Burger King's Whopper Detour](#).

Places to find case study videos

The following sites host a ton of case study videos from past winners that you can access for free, but do not include the full PDF. Campaigns can be filtered by year, award, or medium on almost all sites.

[The ANDYs](#)

[The Clio Awards](#)

[D&AD Awards](#)

[The ADC Awards](#)

[American Advertising Awards](#)

Places to find case study write-ups

Both [MarketingWeek](#) and [Think with Google](#) publish short case study write-ups for recent ad work. Not all of them are award-winning—the Google case studies are meant to show how brands used different Google products—but it can be helpful to see a broader variety of work alongside the results achieved.



The hack for finding case study PDFs

If there's a particular campaign that you 1) really admire, and 2) know the name of, you may be able to find the case study PDF floating around the internet in someone's public portfolio or on an agency's website. For example, a quick Google search of, "Airbnb Live Here campaign case study" brought up the [full case study](#) (which is a super interesting read!).