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Entry Form 2025

Please read the information below before completing:

This Word document is designed to help you collaborate with your team as you prepare your entry, it's not your final entry (which needs to be done online). This document mirrors our online entry form, providing you with all of the questions as they appear in the entry portal. In the portal some questions have drop down lists for you to choose from - this template lists all of the options, so there are no surprises (but it does make the document look a lot longer than it is in reality, so don't be put off).

To submit, please access the online **Entry Portal** and copy your answers from this document into it.

Please use this Entry Form Template if you wish to submit your case into any category, other than Sustained Success and Performance Marketing – there are separate Entry Form Templates for those.

Questions?

Our **Entry Kit** has all the practical information you need to guide you through writing and submitting your entry – please refer to it as you fill in this form. And our **Effective Entry Guide** will help you make it the best it can be - it includes tips and advice from some of our most experienced judges. If you're unclear about how to tackle any question, you'll find specific guidance on each one – you can download these documents from **our website.**

If you need more information, please contact us via effie@kreakom.dk, we'll be happy to help.

Please remember:
Although the Entry Form is one of the most important parts of your entry, your submission should include the following:

SEEN BY JUDGES	ADDITIONAL REQUIREMENTS
Written Entry Form, across the following tabs: Entry Details/Executive Summary, Four Sections using Effie's Effectiveness Framework, Investment Overview **Creative Examples (Creative Reel, Images).** Review requirements in the Entry Kit.	**Case Background.** Topline information on your brand, audience, competitors, research partners, media partners. **Company & Individual Credits.** Credit the key companies and individuals who were part of making this activity a success. **Permissions, Authorisation & Verification of Entry.** Indicate your publication permissions, sign the authorisation form and agree to Competition Rules & Regulations.

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If you're contributing to this entry and you're not familiar with Effie, here's a short overview to provide you with some (hopefully useful) context:

Effie Worldwide is on a mission to set a new standard of excellence in marketing. We champion effectiveness through smart leadership, inspiring insights and the largest marketing effectiveness awards in the world.

As a global organization, effectiveness is our only focus. We're the world's largest community of thinkers and practitioners of marketing, powered by a data set of effectiveness cases from over 125+ markets. A unifying force for brands, agencies and media platforms the world over, we push progressive thinking forward and foster an industry-wide culture of effectiveness, while equipping marketers with the tools and training they need to succeed.

The Effie Awards are a globally recognized symbol of outstanding achievement. We are proud to honor all types of effective marketing and the people who make it. By participating, you are helping to build a legacy of brilliant thinking that will inspire marketeers for years to come.

We wish you all the best in this year's competition.

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The creative work and the written text of the entry must be the original work of the credited companies and authors.

Eligibility period
To be eligible, work must have run in Denmark and data must be isolated to the Danish market. It must have run at some point between 1/1/24-31/3/25. Work that ran after the cut-off period may not be submitted. Results that fall after the end of the eligibility period and are directly tied to the work submitted are fine to submit. Test efforts are not eligible.

Review all eligibility rules in the **Entry Kit**

No agency names (except in the credits)
Do not include agency names in the written case, creative examples (including file names), or sources.

Use charts & graphs to illustrate your story
Entrants are encouraged to display data via charts & graphs within the limits allotted in each question. To insert charts & graphs in your responses in the **entry portal**, save each chart/graph individually as a .jpg image (700-900 pixels wide or tall recommended).

No linking to external websites
Do not direct judges to visit external websites. Judges can only review the content provided in your written entry and creative examples.

Source your data
All data included in the entry form must reference a specific, verifiable source.

TOP TIPS FROM JUDGES

Be clear, concise, compelling & honest.
Judges evaluate approximately 6-10 cases in a session – shorter, well-written entries stand out. Clear storytelling that connects every aspect back to the core idea and results will help your case stand out.

Context is key
Judges may not work in your category and may not know your brand. Provide context to convey the degree of difficulty for your challenge & the significance of your results. The entries should show awareness of external factors that could have influenced campaign success or failure. Acknowledging these factors demonstrated a deeper understanding of the campaign's environment and context, which can add credibility.

Speak to the entry category
Judges evaluate work on effectiveness in the context of the entered category. Be sure your stated goal and results align with the category definition.

Tell a story
Write your entry with your audience, Effie Judges, in mind. Judges are looking for an engaging, clear story that links each

section of the form together. Judges will be evaluating your work with a critical eye – address questions you think they will have.

Articulate strategic insights

Clearly articulate strategic insights rooted in genuine business needs and consumer insights. Demonstrate why certain strategies were chosen and how they directly addressed the objectives.

Effective use of data and metrics

Focus on a few key performance indicators directly linked to business outcomes, rather than presenting a wide array of metrics without clear relevance to the campaign's success.

Review

Ask colleagues who do not work on the brand to review the entry. Ask what questions they have – what was unclear? Where did the case fall flat? Ask a strong proofreader to review the entry.

View additional tips from the Jury in the Entry Kit.

Entry Details

EFFIE ENTRY CATEGORY *Category definitions can be found at the back of the Entry Kit*	
BRAND NAME *List the specific brand name here (not the parent company name)*	
ENTRY TITLE *Your Entry Title should be a short sentence. The Entry Title will be used in publicity materials if the case is a winner or finalist.*	
DATES EFFORT RAN *List the start/end dates of the effort, even if it goes beyond the Effie eligibility period. Efforts that are ongoing should leave the end date blank in the entry portal.*	MM/DD/YY – MM/DD/YY
REGIONAL CLASSIFICATION *Select all that apply*	Drop down on portal as follows: Local / Regional / National / Multinational

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INDUSTRY SECTOR *Classify your brand by one of the available industry sectors.*	Drop down list on portal as follows: Automotive / Beauty & Fragrance / Business & Office Supplies / Cannabis (Recreational) / Delivery Services / Education, Training & Jobs / Electronic Games / Electronics / Entertainment, News, Sports & The Arts / Fashion, Accessories & Jewelry / Financial Services & Banking / Food & Beverages (Non-Alcoholic) / Government & Public Services / Health & Wellness / Health Care / Home Furnishings & Appliances / Household Supplies / Industrial, Building & Agricultural / Insurance / Internet & Telecom / Lifestyle, Lifestage, Social Platforms & Services / Non-Profit / Personal Care / Pet Care / Pharmaceuticals / Professional Services / Restaurants & Foodservice / Retail Stores & Online Marketplaces / Software Services & Platforms / Tobacco / Toys, Games, Sporting Goods & Hobbies / Transportation / Travel & Tourism / Other
INDUSTRY/CATEGORY SITUATION *Select one.*	Drop down list to choose from: Growing / Flat / In Decline

Executive Summary

Give the judges an understanding of the case they are about to read by providing a brief summary for each of the items below. A one-sentence summary is recommended for each line.
(Maximum per line: 20 words.)

The Challenge:	
The Insights:	
The Strategic Idea/Build:	
Bringing Strategy & Idea to Life:	
The Results:	

Why is this entry an outstanding example of effective marketing in this Effie entry category?

Summarize your case by focusing on how your results related directly back to your challenge and objectives. When entering multiple categories, it is important to customize your response for each category. If judges have questions about your eligibility in this category, they will refer to this response.
(Maximum: 100 words)

Provide answer.

SECTION 1 - Challenge, Context & Objectives
23.3% OF TOTAL SCORE

This section covers your strategic business context for your marketing activity, alongside your key business challenge and objectives.

Please provide the necessary context on your industry category, competitors, and brand so the judges, including those unfamiliar with your brand/category, can evaluate your entry. Outline why your business challenge was the right opportunity to grow and the degree of ambition represented by your objectives.

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1A. 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? Provide context on the degree of difficulty of this challenge. *(Maximum: 400 words; 3 charts/visuals)*

Provide answer.

1B. What were the Business, Marketing and Campaign/Activity objectives that you set to address your challenge? What were the Key Performance Indicators (KPIs) set against each objective? Provide specific numbers/percentages for each and benchmarks wherever possible.

RESPONSE FORMAT

List each objective individually.
We have allowed for one key business objective (required) and up to 3 Marketing (Customer) and Activity (Comms.) objectives (1 required, 3 maximum for both types).
If you have fewer marketing and activity objectives, that is fine, please leave the fields blank. For each objective, provide brief context for why you chose it, state the KPIs and benchmarks.

- *Unsure which objective type to select? View guidance here.*

BUSINESS OBJECTIVE
(Required)

Objective – Overview & KPI *(Maximum: 30 words)*	
Rationale – Why the objective was selected & what is the benchmark? *(Maximum: 75 words; 3 charts/visuals)*	
Measurement – How did you plan to measure it? *(Maximum: 30 words)*	
Tagging – What keywords best describe your objective type? *(1 Required, No Maximum)*	Select from the following list in the portal: • Brand or business transformation • Category growth • Environmental/social impact (e.g. sustainability/purpose/diversity/CSR) • Geographic expansion • New brand or product/service launch • Profitability (growth/maintenance/easing decline) • Revenue (growth/maintenance/easing decline/value share) • Volume (growth/maintenance/easing decline/volume share) • Other (add your own)

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MARKETING OBJECTIVE 1	
(Required)	
Objective – Overview & KPI *(Maximum: 30 words)*	
Rationale – Why the objective was selected & what is the benchmark? *(Maximum: 75 words; 3 charts/visuals)*	
Measurement – How did you plan to measure it? *(Maximum: 30 words)*	
Tagging – What keywords best describe your objective type? *(1 Required, No Maximum)*	Select from the following list in the portal: • Advocacy/recommendation • Changes in specific brand attributes • Consideration • Conversion • Cultural Relevance • Frequency • Lead generation • Penetration/acquisition • Renewal/retention/lifetime value • Salience/awareness • Weight/value of purchase • Other (add your own)
MARKETING OBJECTIVE 2	
(Optional)	
Objective – Overview & KPI *(Maximum: 30 words)*	
Rationale – Why the objective was selected & what is the benchmark? *(Maximum: 75 words; 3 charts/visuals)*	
Measurement – How did you plan to measure it? *(Maximum: 30 words)*	

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	Select from the following list in the portal:
Tagging – What keywords best describe your objective type? *(1 Required, No Maximum)*	• Advocacy/recommendation • Changes in specific brand attributes • Consideration • Conversion • Cultural Relevance • Frequency • Lead generation • Penetration/acquisition • Renewal/retention/lifetime value • Salience/awareness • Weight/value of purchase • Other (add your own)

<div align="center">

MARKETING OBJECTIVE 3

(Optional)

</div>

Objective – Overview & KPI *(Maximum: 30 words)*	
Rationale – Why the objective was selected & what is the benchmark? (Maximum: 75 words; 3 charts/visuals)	
Measurement – How did you plan to measure it? (Maximum: 30 words)	
Tagging – What keywords best describe your objective type? (1 Required, No Maximum)	Select from the following list in the portal: • Advocacy/recommendation • Changes in specific brand attributes • Consideration • Conversion • Cultural Relevance • Frequency • Lead generation • Penetration/acquisition • Renewal/retention/lifetime value • Salience/awareness • Weight/value of purchase • Other (add your own)

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CAMPAIGN/ACTIVITY OBJECTIVE 1
(Required)

Objective – Overview & KPI *(Maximum: 30 words)*	
Rationale – Why the objective was selected & what is the benchmark? *(Maximum: 75 words; 3 charts/visuals)*	
Measurement – How did you plan to measure it? *(Maximum: 30 words)*	
Tagging – What keywords best describe your objective type? *(1 Required, No Maximum)*	Select from the following list in the portal: • Advocacy/recommendation • Efficiency (e.g. cost per acquisition) • Popularity/fame/social discourse • Positive sentiment/emotional resonance • Reach (e.g. open rate, shares, views, attendance) • Recall (brand/ad/activity) • Other (add your own)

CAMPAIGN/ACTIVITY OBJECTIVE 2
(Optional)

Objective – Overview & KPI *(Maximum: 30 words)*	
Rationale – Why the objective was selected & what is the benchmark? *(Maximum: 75 words; 3 charts/visuals)*	
Measurement – How did you plan to measure it? *(Maximum: 30 words)*	
Tagging – What keywords best describe your objective type? *(1 Required, No Maximum)*	Select from the following list in the portal: • Advocacy/recommendation • Efficiency (e.g. cost per acquisition) • Popularity/fame/social discourse • Positive sentiment/emotional resonance

	• Reach (e.g. open rate, shares, views, attendance)
	• Recall (brand/ad/activity)
	• Other (add your own)

ACTIVITY OBJECTIVE 3	
(Optional)	
Objective – Overview & KPI *(Maximum: 30 words)*	
Rationale – Why the objective was selected & what is the benchmark? *(Maximum: 75 words; 3 charts/visuals)*	
Measurement – How did you plan to measure it? *(Maximum: 30 words)*	
Tagging – What keywords best describe your objective type? *(1 Required, No Maximum)*	Select from the following list in the portal: • Advocacy/recommendation • Efficiency (e.g. cost per acquisition) • Popularity/fame/social discourse • Positive sentiment/emotional resonance • Reach (e.g. open rate, shares, views, attendance) • Recall (brand/ad/activity) • Other (add your own)

DATA SOURCES: SECTION 1 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. Entrants may not include any additional context or information in the below field. *(1-300 words)* **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.**
Provide sources of data included in your responses to Section 1.

SECTION 2 – Insights & Strategy

23.3% OF TOTAL SCORE

This section covers the key building blocks of your strategy.

Explain to the judges why you chose the audience you did. Outline your key insight(s) and how they led to the strategic idea or build that addressed the business challenge the brand was facing.

2A. Define the target audience(s) you were trying to reach and explain why it was/they were relevant to the brand and the challenge.

(Maximum: 300 words, 3 charts/visuals)

Provide answer.

2B. Describe your insight(s) here. Explain the thinking that led you to your insight(s).

(Maximum: 300 words, 3 charts/visuals)

Provide answer.

2C. What was the strategic idea or build followed from your insights that enabled you to pivot from challenge to solution for your brand and customer?

(Maximum: 200 words, 1 chart/visual)

Provide answer.

DATA SOURCES: SECTION 2

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.

Provide sources of data included in your responses to Section 2.

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SECTION 3 – Bringing The Strategy & Idea to Life

23.3% OF TOTAL SCORE

This section relates to how you built a compelling creative and channel plan i.e. how and where you brought your idea to life. And how you tested for ongoing optimisation.

Help the judges evaluate your entry by demonstrating how you created work that targeted and motivated customers effectively. Outline how your creative and channels plans worked together to drive results.

3A. Describe the key elements of your plan that activated your strategy. Outline any components that were active in the effort e.g. CRM programme, customer experience, pricing changes as well as promotions and communications.

(Maximum: 300 words, 2 charts/visuals)

Provide answer.

3B. Outline the key building blocks of the creative executions for your main marketing vehicles e.g. endline, call-to-actions and format choices etc.

(Maximum: 300 words, 2 charts/visuals)

Provide answer.

3C. Outline the rationale behind your communications strategy, experience strategy and channel plan. Explain how the integral elements worked together to drive results. If relevant, explain how you changed your spend across channels as part of your campaign optimization.

(Maximum: 400 words; 3 charts/visuals)

Provide answer.

KEY VISUAL

You have the option to upload a single image to accompany your explanation in this section to show how you brought your strategy and idea to life. It may be a media plan, a marketing mix visual, a flowchart, a calendar, a storyboard, etc. The image must be jpg/jpeg/png. You do not need to upload a copy of any of your creative images for judging here, as judges will view those on the creative examples tab.

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DATA SOURCES: SECTION 3

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. Entrants may not include any additional context or information in the below field.

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.

Provide sources of data included in your responses to Section 3.

SECTION 4 - Results

30% OF TOTAL SCORE

This section relates to your results. Here you need to be able to demonstrate the impact your effort has had on your business/brand/cause objectives - attributable to the activity and its elements and taking into account other factors. You will need to provide a result corresponding to each objective listed in your response to question 1B.

4A. How do you know it worked? Explain, with category, competitor and/or prior year context, why these results are significant for the brand's business. Results must relate back to your specific audience, objectives, and KPIs.

RESPONSE FORMAT

You have up to 350 words and 5 charts/visuals to set up your results. Then, for each objective provided in Question 1B, you are required to provide a corresponding result.

ELIGIBILITY REMINDERS

1. Provide a clear time frame for all data shown – either within your response or via the sources box.
2. All results must be isolated to the Danish market.
3. Work must have run in the eligibility window of January 2024 – March. 2025. Results after March. 2025 that are directly related to work that ran in the eligibility window can be included.
4. All results must correspond to a data source.

Provide answer.

Business Objective Results	
(Required – Corresponds to your Business Objective listed in 1B)	
Business Objective from Question 1B	The entry portal will list your Business Objective from Question 1B here automatically

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List Result *(Maximum: 30 words)*	
Context *(Maximum: 75 words; 3 charts/visuals)*	

Marketing Objective #1 Results (Required - Corresponds to Marketing Objective #1 listed in 1B)	
Marketing Objective #1 from Question 1B	The entry portal will list Marketing Objective #1 from Question 1B here automatically
List Result *(Maximum: 30 words)*	
Context *(Maximum: 75 words; 3 charts/visuals)*	

Marketing Objective #2 Results (Required if Marketing Objective #2 was provided in1B)	
Marketing Objective #2 from Question 1B	The entry portal will list Marketing Objective #2 from Question 1B here automatically
List Result *(Maximum: 30 words)*	
Context *(Maximum: 75 words; 3 charts/visuals)*	

Marketing Objective #3 Results (Required if Marketing Objective #3 was provided in 1B)	
Marketing Objective #3 from Question 1B	The entry portal will list Marketing Objective #3 from Question 1B here automatically
List Result *(Maximum: 30 words)*	
Context *(Maximum: 75 words; 3 charts/visuals)*	

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Campaign/Activity Objective #1 Results	
(Required - Corresponds to Campaign/Activity Objective #1 listed in 1B)	
Activity Objective #1 from Question 1B	The entry portal will list Activity Objective #1 from Question 1B here automatically
List Result *(Maximum: 30 words)*	
Context (Maximum: 75 words; 3 charts/visuals)	

Campaign/Activity Objective #2 Results	
(Required if Campaign/Activity Objective #2 was provided in 1B)	
Activity Objective #2 from Question 1B	The entry portal will list Activity Objective #2 from Question 1B here automatically
List Result *(Maximum: 30 words)*	
Context *(Maximum: 75 words; 3 charts/visuals)*	

Campaign/Activity Objective #3 Results	
(Required if Campaign/Activity Objective #3 was provided in 1B)	
Activity Objective #3 from Question 1B	The entry portal will list Activity Objective #3 from Question 1B here automatically
List Result *(Maximum: 30 words)*	
Context *(Maximum: 75 words; 3 charts/visuals)*	

Additional Results

You may use the below space to provide additional results achieved that you did not have an initial objective for. This space may only be used for additional results beyond those that align with your listed objectives. It is not required to provide additional results & you may leave this field blank. *(Maximum: 150 words; 3 charts/visuals)*

List additional results here.

4B. 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?

After selecting from the list below, provide an explanation of the impacts on the case.
(Maximum: 200 words; 3 charts/visuals)

Business Events	Societal or Economic Events
(e.g. changes in supply chain, government regulations)	*(e.g. changes in economic, political, social factors)*
Internal Company Events	**Public Relations**
(e.g. change in ownership, internal dynamics, etc.)	
Natural Events	**Other Factors _____**
(e.g. weather, natural phenomenon, etc.)	
Other marketing for the brand, running at the same time as this effort	

Provide answer.

DATA SOURCES: SECTION 4

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. Entrants may not include any additional context or information in the below field.

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.**

Provide sources of data included in your responses to Section 4.

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Investment Overview

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

The Investment Overview, like the rest of the entry form, is completed in the Entry Portal. The questions below are visuals of all the drop-down box options to share with your team to gather data.

Paid Media Expenditures

Select paid media expenditures (purchased and donated), not including agency fees or production costs, for the effort described in this entry. If there were no paid media expenditures, please select under 0-500 thousand and elaborate below. If the case did not run the year prior, select not applicable and provide context in the elaboration area below.

Current Competition Time Period:	Previous Comparable Time Period:
0-500,000 thousand. DKK	0-500,000 thousand. DKK
500,000–1 mio. DKK	500,000–1 mio. DKK
1-2 mio. DKK	1-2 mio. DKK
2-3 mio. DKK	2-3 mio. DKK
3-5 mio. DKK	3-5 mio. DKK
5-8 mio. DKK	5-8 mio. DKK
8-10 mio. DKK	8-10 mio. DKK
10-15 mio. DKK	10-15 mio. DKK
+ 15 mio. DKK	+ 15 mio. DKK
	Not Applicable

Compared to other competitors in this category, this budget is:	Less
	About the Same
	More
	Not Applicable (Elaboration Required)

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

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	More
	Not Applicable (Elaboration Required)

Media Budget Elaboration

Provide judges with the context to understand your budget.
What was the balance of paid (purchased and donated), earned, owned and shared media? What was your distribution strategy? Did you outperform your media buy?

In addition to providing context around your budget, if you selected Not Applicable to either of the previous two questions, explain why you selected Not Applicable. (Maximum: 150 words)

Provide answer.

Production & Other Non-Media Expenditures

Select a budget range for the key assets you developed to bring your idea to life. This should include hard pre- and post-products costs, talent (influencer or celebrity fees) and any activation costs. (Maximum: 100 words)

0-500,000 thousand. DKK	
500,000–1 mio. DKK	
1-2 mio. DKK	
2-3 mio. DKK	
3-5 mio. DKK	
5-8 mio. DKK	
8-10 mio. DKK	
10-15 mio. DKK	
+ 15 mio. DKK	
Not Available	
Unknown	

Provide answer.

Owned Media

Was Owned Media a part of your effort? (Yes/No)
Elaborate on owned media (digital or physical company-owned real estate), that acted as communication channels for case content. (Maximum: 100 words)

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Provide answer.

Sponsorship and Media Partnerships

Select the types of sponsorships /media partnerships used in your case. Choose all that apply.
Then, provide additional context regarding these sponsorships and media partnerships, including timing.
(Maximum: 100 words)

Product Placement – Occasional	Product Placement – Ongoing	Sponsorship – On Site	Sponsorship – Live Activation
Sponsorship – Talent or Influencer	Unique Opportunity	Not Applicable	

Provide elaboration.

Data Sources: Investment Overview

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. Entrants may not include any additional context or information in the below field.

Provide sources of data included in your responses in the Investment Overview.

All Touchpoints as Part of Your Effort

Select all touchpoints used in the effort, based on the options provided in the below chart. Within your response to Question 3, explain which touchpoints from the below list were integral to reaching your audience and why.

On the creative reel, you must show at least one complete example of each touchpoint that was integral to the effort's success. For example, if you mark 10 boxes below and 8 were key to the driving results and explained as integral in Question 3, those 8 must be featured on the reel.

Branded Content – Editorial	Digital Mktg. – SEM	Print – Magazine
Branded Content – Product Placement	Digital Mktg. – SEO	Print - Newspaper
Cinema	Digital Mktg. – Short Video (:15-3 min.)	Public Relations
Contests	Digital Mktg. – Social: Organic	Radio
Digital Mktg. – Affiliate	Digital Mktg. – Social: Paid	Retail Experience: Digital

Digital Mktg. – Audio Ads	Digital Mktg. – Video Ads	Retail Experience: In Store
Digital Mktg. – Content Promotion	Direct Mail	Sales Promotion, Couponing & Distribution
Digital Mktg. – Display Ads	Events	Sampling/Trial
Digital Mktg. – Email/Chatbots/ Text/Messaging	Health Offices / Point of Care	Sponsorships – Entertainment
Digital Mktg. – Gaming	Influencer / Key Opinion Leader	Sponsorships – Sports
Digital Mktg. – Influencers	Interactive / Website / Apps	Sponsorships – Unique Opportunity
Digital Mktg. – Location based	Internal/In-Office Marketing	Street Mktg.
Digital Mktg. – Long Video (3+ min.)	Loyalty Programs	Trade Shows, Trade Communications, Professional Engagement
Digital Mktg. – Marketplace Ads	OOH – Billboards	TV
Digital Mktg. – Mobile	OOH – Other Outdoor	User Generated Content & Reviews
Digital Mktg. – Product Placement	OOH - Transportation	Other:
Digital Mktg. – Programmatic Display Ads	Packaging & Product Design	
Digital Mktg. - Programmatic Video Ads	Print – Custom Publication	

Main Touchpoints	
From the list outlined above, select the three most integral touchpoints for your effort. List in order of most integral to least integral.	
MAIN TOUCHPOINT #1 (Select one of the touchpoints from the chart above.)	

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MAIN TOUCHPOINT #2 (Select one of the touchpoints from the chart above or Not Applicable.)	
MAIN TOUCHPOINT #3 (Select one of the touchpoints from the chart above or Not Applicable.)	

SOCIAL MEDIA PLATFORMS Select all social media platforms utilized in your effort from the list below.			
Blog (Tumblr, Medium, etc.)	Discord	Facebook	Instagram
LinkedIn	Pandora	Pinterest	Reddit
Snapchat	Spotify	TikTok	Twitch
WeChat	WhatsApp	X	YouTube
	Not Applicable	Other:	

Case Background

This information is for research and database purposes. **These responses are not seen by judges.**

PRODUCT/SERVICE TYPE Select one.	Tangible Good / Service / Other
PARENT BRAND STATUS Select one.	Existing Parent Brand / New Parent Brand / Not Applicable
SUB-BRAND STATUS Select one.	Existing Sub-Brand / New Sub-Brand / Not Applicable
NEW / EXISTING PRODUCT/SERVICE Select one.	New / Existing
CATEGORY STATUS Does the product/service create a new category or is it joining an existing category? Select one.	New Category / Existing Category

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PRIMARY END USER Select one.	Business Purposes / Consumer Purposes / Not Applicable
CLASSIFICATION Select one.	Mainstream / Luxury / Not Applicable

	In-Store Retail Only
	Online Ecommerce Only
POINT OF PURCHASE Select the option that best describes how the audience purchased your product or donated to the cause promoted by your marketing effort.	Primarily In-Store Retail with some Online Ecommerce
	Primarily E-Commerce with some In-Store Retail
	A substantial amount of both In-Store Retail and Ecommerce
	Other
	Not Applicable
	Dominant Player. One large Competitor that has about 50% market share or more
COMPETITOR SITUATION Select the option that best describes the competitor situation.	Dominant Player with strong competitors. One or multiple competitors with at least one competitor with about 30% to 50% market share
	Fragmented. One or multiple competitors each with about 30% market share or less
	Not Applicable

COMPETITOR BRANDS

Provide the top competitor brands of your case. This helps ensure judges who work on competitor brands are not assigned your case. You may provide up to six competitor brands or list No Competitors. (1 Required, 6 Maximum)

COMPETITOR 1 Required.	
COMPETITOR 2 Optional.	
COMPETITOR 3 Optional.	
COMPETITOR 4 Optional.	
COMPETITOR 5 Optional.	
COMPETITOR 6 Optional.	

AUDIENCE

Please share insights into your primary audience below.

AUDIENCE GENDER Select one.	Female / Male / Transgender or Non-Binary / Not Applicable (We did not target by gender.)
AUDIENCE AGE Select all that apply.	Children 12 & Under / Ages 13-17 / Ages 18-24 / Ages 25-34 / Ages 35 – 44 / Ages 45-54 / Ages 55-64 / Ages 65+ / Not Applicable (We did not target by age.)
AUDIENCE TYPE Select all that apply.	Cultural or Ethnic Group / Employees / Parents / Not Applicable / Other _____

MEDIA COMPANIES

Please list the top five most integral media companies/owners that were a part of your effort, whether or as a partner or a platform where your work ran. If no media companies were used in this effort, you may leave this question blank.

MEDIA COMPANY 1 Optional.	
MEDIA COMPANY 2 Optional.	
MEDIA COMPANY 3 Optional.	
MEDIA COMPANY 4 Optional.	
MEDIA COMPANY 5 Optional.	

RESEARCH PARTNERS

Indicate research partners used for this effort. List up to three companies.

RESEARCH PARTNER 1 Required.	
RESEARCH PARTNER 2 Optional.	
RESEARCH PARTNER 3 Optional.	

RESEARCH

Select the most important research done for your case. Then, select all research done for your case.

PRIMARY RESEARCH Select one.	Copy Testing / Focus Groups / Neuroscience / Positioning or Concept Testing / Strategic (segmentation, market structure, U&A) / Tracking / Not Applicable / Other
ALL RESEARCH Select all.	Copy Testing / Focus Groups / Neuroscience / Positioning or Concept Testing / Strategic (segmentation, market structure, U&A) / Tracking / Not Applicable / Other
ARTIFICIAL INTELLIGENCE (AI)	

In which of the following areas, if at all, did this campaign use artificial intelligence? Please select all that apply.	• Not applicable/did not use • Campaign execution (automated ad buying, ad personalization, etc.) • Campaign strategy development (audience segmentation, channel optimization, etc.) • Content ideation • Copywriting and messaging • Market/audience research and insights • Media planning • Performance monitoring • Post-campaign analysis and learning • Testing and validation (simulated user testing, AI-driven A/B testing, etc.) • Video and image generation • Other, please list:
Elaborate on how AI was used in developing or executing the work. This data is for learning purposes and will not be seen by judges. (Maximum: 100 words)	

SUSTAINABLE DEVELOPMENT GOALS

Effie has partnered with the PVBLIC Foundation to support the **UN's 2030 Agenda for Sustainable Development** and its **17 Sustainable Development Goals (SDGs).** Please help us to recognize the achievements of our industry in creating positive change by selecting all Sustainable Development Goals aligned with your effort.

Affordable & Clean Energy	Clean Water & Sanitation	Climate Action	Decent Work & Economic Growth
Gender Equality	Good Health & Well-Being	Industry, Innovation & Infrastructure	Life Below Water
Life on Land	No Poverty	Partnerships for the Goals	Peace, Justice & Strong Institutions
Quality Education	Reduced Inequalities	Responsible Consumption & Production	Sustainable Cities & Communities
Zero Hunger		Not Applicable	

Elaborate on how one or multiple Sustainable Development Goals were used in the work. Maximum: 100 words	
If your work featured an underrepresented community, did you involve someone from that community in the development of your work?	• Not Applicable • No • Yes

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If so, please elaborate on their input and how you adapted your work accordingly. Maximum: 100 words	

Publicity Materials

All materials provided in this section should be submitted with publication purposes in mind. Do not include any confidential information in the public case summary or statement of effectiveness.

90 WORD PUBLIC CASE SUMMARY

Provide a snapshot of the effectiveness of your case. The summary should be written as though it will be judged. Using at least three complete sentences, summarize 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 "big success"). Think of the case summary as a long tweet, mini-case, or an elevator speech.

The case summary will be published in the **Case Library**. It may also be used for promotional purposes and should <u>not</u> contain any confidential information.
(Maximum: 90 words)

Provide answer.

STATEMENT OF EFFECTIVENESS

Please provide a short statement on the effectiveness of your case.
The intention of this statement is to provide a better understanding of why your work was worthy of either finalist status or an award. It is an opportunity to showcase the success of your effort. You may choose to touch on your most important result, why the effort was effective or significant to the brand, the most important learning taken away from this case, or an interesting/fun fact about the work.

If your case is a winner, it may be shown on screen at the awards gala or in the promotion of your case if it is a finalist or winner.
Examples:

- Moved familiarity from 24% to 62% with the core gaming audience
- Earned over 600 million media impressions in just 8 weeks
- Brought new users into a declining category and increased social interactions.

(Maximum: 15 words)

Provide answer.

OTHER PUBLICITY MATERIALS CHECKLIST

The following materials will need to be uploaded to the entry portal.

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PRIMARY PUBLICITY IMAGE	
Upload one high-res image (.jpg/.jpeg) of your creative work that best represents the essence of your case. This is the image Effie will use for publicity purposes.	

TEAM PHOTO (OPTIONAL)	
Upload team photos of the lead agency and client team(s). You may upload a maximum of one photo per lead agency and client. You may only submit a third or fourth team photo only if you have a second lead agency or client.	
Team photos may be featured online and at the Effie Awards Gala. Team photos may be the client/agency together or separate photos for agency and client teams. It is preferred to upload your team photo at time of entry, but if you do not have a team photo available at time of entry, you may leave this field empty. Team photos are not required but strongly encouraged.	

Reminder: Creative Examples Provided for Judging will also be made public for all finalists & winners. These details are outlined in Judging Materials section of this template.

Company Credits

This information is not seen by judges. Effie will publicly celebrate all credited companies & individuals if your case becomes a finalist or winner.

Credits cannot be removed or replaced after the entry is submitted. It is critical that senior leadership reviews credits for accuracy. As confirmation, senior leadership is required to sign off on the Authorization & Verification Form, stating credits are accurate and complete.

See the entry kit for full credit information.

All entries submitted from the same agency office location should list the "Agency Name" precisely the same way to ensure your office is recognized as one. Communicate with your corporate/executive team, PR department, and other teams entering this year's competition from your agency office to ensure you are entering each agency name accurately and consistently.

LEAD AGENCY #1 (Required)		
COMPANY NAME		
ADDRESS		
COMPANY TYPE Select one.	Agency: Brand Identity Agency: Business-to-Business Agency: Data / Programmatic Agency: Design Agency: Digital / Interactive	Ad or Mar Tech Brand / Client Consultancy Educational Institution Non-profit

	Agency: Direct Marketing Agency: Experiential / Event Agency: Full-Service / Creative Agency: Guerilla Agency: Health Agency: In-House Agency: Media Agency: Multicultural Agency: Performance Marketing Agency: Production Agency: Promotional Agency: Public Relations Agency: Shopper Marketing / Commerce Agency: Other	Media Owner Research Company Retailer Startup Other
COMPANY SIZE Select one.	1-50 Employees / 51-200 Employees / 201-500 Employees / 500+ Employees	
WEBSITE		
AGENCY NETWORK		
HOLDING COMPANY		

MAIN CONTACT
This contact will be considered a secondary point of contact on this entry should there be any questions/issues, and the entrant contact cannot be reached. This contact will also be sent a congratulatory note if your entry is a finalist/winner, along with key information about celebrating your success.   This name will not be listed publicly.

FULL NAME	
JOB TITLE	
EMAIL ADDRESS	
PHONE NUMBER	

AGENCY PR CONTACT
This contact should be the person who handles PR for your agency. This contact may receive a congratulatory note if your entry is a finalist/winner.   This name will not be listed publicly.

FULL NAME	
JOB TITLE	
EMAIL ADDRESS	
PHONE NUMBER	

CEO / TOP RANKING EXECUTIVE CONTACT
This contact may receive a congratulatory note if your entry is a finalist/winner but will not be added to our mailing lists.   This name will not be listed publicly.

FULL NAME	
JOB TITLE	
EMAIL ADDRESS	

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PHONE NUMBER	

LEAD AGENCY #2 (Optional)		
COMPANY NAME		
ADDRESS		
COMPANY TYPE Select one.	Agency: Brand Identity Agency: Business-to-Business Agency: Data / Programmatic Agency: Design Agency: Digital / Interactive Agency: Direct Marketing Agency: Experiential / Event Agency: Full-Service / Creative Agency: Guerilla Agency: Health Agency: In-House Agency: Media Agency: Multicultural Agency: Performance Marketing Agency: Production Agency: Promotional Agency: Public Relations Agency: Shopper Marketing / Commerce Agency: Other	Ad or Mar Tech Brand / Client Consultancy Educational Institution Non-profit Media Owner Research Company Retailer Startup Other
COMPANY SIZE Select one.	1-50 Employees / 51-200 Employees / 201-500 Employees / 500+ Employees	
WEBSITE		
AGENCY NETWORK		
HOLDING COMPANY		

MAIN CONTACT
This contact will be considered the main point of contact for the second lead agency. This contact will also be sent a congratulatory note if your entry is a finalist/winner, along with key information about celebrating your success. This name will not be listed publicly.

FULL NAME	
JOB TITLE	
EMAIL ADDRESS	
PHONE NUMBER	

AGENCY PR CONTACT
This contact should be the person who handles PR for your agency. This contact may receive a congratulatory note if your entry is a finalist/winner. This name will not be listed publicly.

FULL NAME	
JOB TITLE	
EMAIL ADDRESS	
PHONE NUMBER	

CEO / TOP RANKING EXECUTIVE CONTACT	
This contact may receive a congratulatory note if your entry is a finalist/winner but will not be added to our mailing lists. This name will not be listed publicly.	
FULL NAME	
JOB TITLE	
EMAIL ADDRESS	
PHONE NUMBER	

Client(s)

Entrants are required to credit at least one client company. If there were two clients involved in your effort, credit the second client in the designated space below. Both clients will receive equal recognition in all publicity and in the **Effie Index** if your case is a finalist or winner

Please note that for publicity purposes, both the Brand Name (as entered when creating your entry) and the Client Company (listed below) are recognized. If your brand has an overarching parent company, please input the client company here (vs. the brand).

CLIENT #1 (Required)		
COMPANY NAME		
ADDRESS		
COMPANY TYPE Select one.	Agency: Brand Identity Agency: Business-to-Business Agency: Data / Programmatic Agency: Design Agency: Digital / Interactive Agency: Direct Marketing Agency: Experiential / Event Agency: Full-Service / Creative Agency: Guerilla Agency: Health Agency: In-House Agency: Media Agency: Multicultural Agency: Performance Marketing Agency: Production Agency: Promotional Agency: Public Relations Agency: Shopper Marketing / Commerce Agency: Other	Ad or Mar Tech Brand / Client Consultancy Educational Institution Non-profit Media Owner Research Company Retailer Startup Other
COMPANY SIZE Select one.	1-50 Employees / 51-200 Employees / 201-500 Employees / 500+ Employees	
WEBSITE		
CLIENT NETWORK		
MAIN CONTACT		

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This contact will be considered the main point of contact for the client. This contact will also be sent a congratulatory note if your entry is a finalist/winner, along with key information about celebrating your success. This name will not be listed publicly.	
FULL NAME	
JOB TITLE	
EMAIL ADDRESS	
PHONE NUMBER	

CEO / TOP RANKING EXECUTIVE CONTACT
This contact may receive a congratulatory note if your entry is a finalist/winner but will not be added to our mailing lists. This name will not be listed publicly.

FULL NAME	
JOB TITLE	
EMAIL ADDRESS	
PHONE NUMBER	

CLIENT #2 (Optional)	
COMPANY NAME	
ADDRESS	
COMPANY TYPE Select one.	Agency: Brand Identity Agency: Business-to-Business Agency: Data / Programmatic Agency: Design Agency: Digital / Interactive Agency: Direct Marketing Agency: Experiential / Event Agency: Full-Service / Creative Agency: Guerilla Agency: Health Agency: In-House Agency: Media Agency: Multicultural Agency: Performance Marketing Agency: Production Agency: Promotional Agency: Public Relations Agency: Shopper Marketing / Commerce Agency: Other Ad or Mar Tech Brand / Client Consultancy Educational Institution Non-profit Media Owner Research Company Retailer Startup Other
COMPANY SIZE Select one.	1-50 Employees / 51-200 Employees / 201-500 Employees / 500+ Employees
WEBSITE	
CLIENT NETWORK	

MAIN CONTACT
This contact will be considered the main point of contact for the client. This contact will also be sent a congratulatory note if your entry is a finalist/winner, along with key information about celebrating your success. This name will not be listed publicly.

FULL NAME	
JOB TITLE	
EMAIL ADDRESS	
PHONE NUMBER	
CEO / TOP RANKING EXECUTIVE CONTACT This contact may receive a congratulatory note if your entry is a finalist/winner but will not be added to our mailing lists. This name will not be listed publicly.	
FULL NAME	
JOB TITLE	
EMAIL ADDRESS	
PHONE NUMBER	

Contributing Companies

Entrants are required to credit all key strategic partners on an effort. You may list up to four contributing companies. Contributing Company Main Contacts will be contacted if your entry becomes a winner & will not be listed publicly.

CONTRIBUTING COMPANY #1 (Optional)		
COMPANY NAME		
ADDRESS		
COMPANY TYPE Select one.	Agency: Brand Identity Agency: Business-to-Business Agency: Data / Programmatic Agency: Design Agency: Digital / Interactive Agency: Direct Marketing Agency: Experiential / Event Agency: Full-Service / Creative Agency: Guerilla Agency: Health Agency: In-House Agency: Media Agency: Multicultural Agency: Performance Marketing Agency: Production Agency: Promotional Agency: Public Relations Agency: Shopper Marketing / Commerce Agency: Other	Ad or Mar Tech Brand / Client Consultancy Educational Institution Non-profit Media Owner Research Company Retailer Startup Other
COMPANY SIZE Select one.	1-50 Employees / 51-200 Employees / 201-500 Employees / 500+ Employees	
WEBSITE		
CLIENT NETWORK		

MAIN CONTACT	
This contact will be considered the main point of contact for the client. This contact will also be sent a congratulatory note if your entry is a finalist/winner, along with key information about celebrating your success. This name will not be listed publicly.	
FULL NAME	
JOB TITLE	
EMAIL ADDRESS	
PHONE NUMBER	
CEO / TOP RANKING EXECUTIVE CONTACT	
This contact may receive a congratulatory note if your entry is a finalist/winner but will not be added to our mailing lists. This name will not be listed publicly.	
FULL NAME	
JOB TITLE	
EMAIL ADDRESS	
PHONE NUMBER	

CONTRIBUTING COMPANY #2 (Optional)		
COMPANY NAME		
ADDRESS		
COMPANY TYPE Select one.	Agency: Brand Identity Agency: Business-to-Business Agency: Data / Programmatic Agency: Design Agency: Digital / Interactive Agency: Direct Marketing Agency: Experiential / Event Agency: Full-Service / Creative Agency: Guerilla Agency: Health Agency: In-House Agency: Media Agency: Multicultural Agency: Performance Marketing Agency: Production Agency: Promotional Agency: Public Relations Agency: Shopper Marketing / Commerce Agency: Other	Ad or Mar Tech Brand / Client Consultancy Educational Institution Non-profit Media Owner Research Company Retailer Startup Other
COMPANY SIZE Select one.	1-50 Employees / 51-200 Employees / 201-500 Employees / 500+ Employees	
WEBSITE		
CLIENT NETWORK		
MAIN CONTACT		

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This contact will be considered the main point of contact for the client. This contact will also be sent a congratulatory note if your entry is a finalist/winner, along with key information about celebrating your success. This name will not be listed publicly.

FULL NAME	
JOB TITLE	
EMAIL ADDRESS	
PHONE NUMBER	

CEO / TOP RANKING EXECUTIVE CONTACT
This contact may receive a congratulatory note if your entry is a finalist/winner but will not be added to our mailing lists. This name will not be listed publicly.

FULL NAME	
JOB TITLE	
EMAIL ADDRESS	
PHONE NUMBER	

CONTRIBUTING COMPANY #3 (Optional)		
COMPANY NAME		
ADDRESS		
COMPANY TYPE Select one.	Agency: Brand Identity Agency: Business-to-Business Agency: Data / Programmatic Agency: Design Agency: Digital / Interactive Agency: Direct Marketing Agency: Experiential / Event Agency: Full-Service / Creative Agency: Guerilla Agency: Health Agency: In-House Agency: Media Agency: Multicultural Agency: Performance Marketing Agency: Production Agency: Promotional Agency: Public Relations Agency: Shopper Marketing / Commerce Agency: Other	Ad or Mar Tech Brand / Client Consultancy Educational Institution Non-profit Media Owner Research Company Retailer Startup Other
COMPANY SIZE Select one.	1-50 Employees / 51-200 Employees / 201-500 Employees / 500+ Employees	
WEBSITE		
CLIENT NETWORK		

MAIN CONTACT
This contact will be considered the main point of contact for the client. This contact will also be sent a congratulatory note if your entry is a finalist/winner, along with key information about celebrating your success. This name will not be listed publicly.

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FULL NAME	
JOB TITLE	
EMAIL ADDRESS	
PHONE NUMBER	
CEO / TOP RANKING EXECUTIVE CONTACT This contact may receive a congratulatory note if your entry is a finalist/winner but will not be added to our mailing lists. This name will not be listed publicly.	
FULL NAME	
JOB TITLE	
EMAIL ADDRESS	
PHONE NUMBER	

CONTRIBUTING COMPANY #4 (Optional)	
COMPANY NAME	
ADDRESS	
COMPANY TYPE Select one.	Agency: Brand Identity Agency: Business-to-Business Agency: Data / Programmatic Agency: Design Agency: Digital / Interactive Agency: Direct Marketing Agency: Experiential / Event Agency: Full-Service / Creative Agency: Guerilla Agency: Health Agency: In-House Agency: Media Agency: Multicultural Agency: Performance Marketing Agency: Production Agency: Promotional Agency: Public Relations Agency: Shopper Marketing / Commerce Agency: Other Ad or Mar Tech Brand / Client Consultancy Educational Institution Non-profit Media Owner Research Company Retailer Startup Other
COMPANY SIZE Select one.	1-50 Employees / 51-200 Employees / 201-500 Employees / 500+ Employees
WEBSITE	
CLIENT NETWORK	
MAIN CONTACT This contact will be considered the main point of contact for the client. This contact will also be sent a congratulatory note if your entry is a finalist/winner, along with key information about celebrating your success. This name will not be listed publicly.	
FULL NAME	
JOB TITLE	

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EMAIL ADDRESS	
PHONE NUMBER	

CEO / TOP RANKING EXECUTIVE CONTACT This contact may receive a congratulatory note if your entry is a finalist/winner but will not be added to our mailing lists. This name will not be listed publicly.	
FULL NAME	
JOB TITLE	
EMAIL ADDRESS	
PHONE NUMBER	

Individual Credits

Each entry may credit up to ten primary individuals and thirty secondary individuals who contributed to the case. These individuals must be current or former team members of the credited companies.

Effie's policy is to honor those credited at the time of entry if the case is a finalist or winner. Therefore, you may not remove or replace individual credits after the entry has been submitted.

Primary Individual Credits

Individuals appear in all places credits are published where space is limited, including the https://www.effie.org/caselibraryhome Credits must be current or former team members of the credited companies. Credits must be current or former team members of the credited companies.

Maximum of 10 Primary Credits.

PRIMARY INDIVIDUAL CREDIT #1		PRIMARY INDIVIDUAL CREDIT #2	
Full Name		Full Name	
Job Title		Job Title	
Company		Company	
Email		Email	
PRIMARY INDIVIDUAL CREDIT #3		PRIMARY INDIVIDUAL CREDIT #4	
Full Name		Full Name	
Job Title		Job Title	
Company		Company	
Email		Email	
PRIMARY INDIVIDUAL CREDIT #5		PRIMARY INDIVIDUAL CREDIT #6	
Full Name		Full Name	
Job Title		Job Title	
Company		Company	
Email		Email	
PRIMARY INDIVIDUAL CREDIT #7		PRIMARY INDIVIDUAL CREDIT #8	
Full Name		Full Name	

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Job Title		Job Title	
Company		Company	
Email		Email	
PRIMARY INDIVIDUAL CREDIT #9		PRIMARY INDIVIDUAL CREDIT #10	
Full Name		Full Name	
Job Title		Job Title	
Company		Company	
Email		Email	

Secondary Individual Credits

Individuals only appear in the **Case Library** and do not appear elsewhere. Credits must be current or former team members of the credited companies.

Maximum of 30 Primary Credits.

SECONDARY INDIVIDUAL CREDIT #1		SECONDARY INDIVIDUAL CREDIT #2		SECONDARY INDIVIDUAL CREDIT #3	
Full Name		Full Name		Full Name	
Job Title		Job Title		Job Title	
Company		Company		Company	
Email		Email		Email	
SECONDARY INDIVIDUAL CREDIT #4		SECONDARY INDIVIDUAL CREDIT #5		SECONDARY INDIVIDUAL CREDIT #6	
Full Name		Full Name		Full Name	
Job Title		Job Title		Job Title	
Company		Company		Company	
Email		Email		Email	
SECONDARY INDIVIDUAL CREDIT #7		SECONDARY INDIVIDUAL CREDIT #8		SECONDARY INDIVIDUAL CREDIT #9	
Full Name		Full Name		Full Name	
Job Title		Job Title		Job Title	
Company		Company		Company	
Email		Email		Email	
SECONDARY INDIVIDUAL CREDIT #10		SECONDARY INDIVIDUAL CREDIT #11		SECONDARY INDIVIDUAL CREDIT #12	
Full Name		Full Name		Full Name	
Job Title		Job Title		Job Title	
Company		Company		Company	
Email		Email		Email	
SECONDARY INDIVIDUAL CREDIT #13		SECONDARY INDIVIDUAL CREDIT #14		SECONDARY INDIVIDUAL CREDIT #15	
Full Name		Full Name		Full Name	

Job Title		Job Title		Job Title	
Company		Company		Company	
Email		Email		Email	
SECONDARY INDIVIDUAL CREDIT #16		SECONDARY INDIVIDUAL CREDIT #17		SECONDARY INDIVIDUAL CREDIT #18	
Full Name		Full Name		Full Name	
Job Title		Job Title		Job Title	
Company		Company		Company	
Email		Email		Email	
SECONDARY INDIVIDUAL CREDIT #19		SECONDARY INDIVIDUAL CREDIT #20		SECONDARY INDIVIDUAL CREDIT #21	
Full Name		Full Name		Full Name	
Job Title		Job Title		Job Title	
Company		Company		Company	
Email		Email		Email	
SECONDARY INDIVIDUAL CREDIT #22		SECONDARY INDIVIDUAL CREDIT #23		SECONDARY INDIVIDUAL CREDIT #24	
Full Name		Full Name		Full Name	
Job Title		Job Title		Job Title	
Company		Company		Company	
Email		Email		Email	
SECONDARY INDIVIDUAL CREDIT #25		SECONDARY INDIVIDUAL CREDIT #26		SECONDARY INDIVIDUAL CREDIT #27	
Full Name		Full Name		Full Name	
Job Title		Job Title		Job Title	
Company		Company		Company	
Email		Email		Email	
SECONDARY INDIVIDUAL CREDIT #28		SECONDARY INDIVIDUAL CREDIT #29		SECONDARY INDIVIDUAL CREDIT #30	
Full Name		Full Name		Full Name	
Job Title		Job Title		Job Title	
Company		Company		Company	
Email		Email		Email	

COMPANY LOGOS
Upload one logo for EACH of the credited lead agencies (1 required, 2 maximum) and the client companies (1 required, 2 maximum). You may either upload high-resolution .ai/.eps versions OR low resolution .jpg/.jpeg versions.

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Permissions & Authorization

Effie Worldwide stands for effectiveness in marketing, spotlighting ideas that work and encouraging thoughtful dialogue about the drivers of marketing effectiveness. In order to help fulfill this mission and provide learning to the industry, Effie relies on entrants' willingness to share their finalist and winning case studies with the industry.

Please note: Publication permission settings only apply to the written case. Creative materials will be published if your effort is a finalist or winner. See the **Entry Kit** for full details.

PUBLICATION PERMISSION SETTINGS

Select publication permission settings for your written entry (choose one).

Publish The Written Case As It Was Submitted
If you're a finalist or a winner, you agree that your entry may be published as it was submitted and reproduced or displayed for educational purposes. Agreeing to the Publication Policy is one of the Terms & Conditions of entering the Effie Awards DK competition.

Publish An Edited Version Of The Written Case
If you're a finalist or a winner, you agree to submit an edited version of your case study for publication which will be reproduced or displayed for educational purposes. In this case, you may redact sensitive data in the following sections only: 1. CHALLENGE, CONTEXT & OBJECTIVES and 2. RESULTS . Sensitive data that is being redacted in these two sections should be replaced with indexed data instead. You can't redact an entire section 1 or 2. Agreeing to the Publication Policy is one of the Terms & Conditions of entering the Effie Awards DK competition.

☐ **AUTHORISATION & VERIFICATION FORM**
Download this form in the Entry Portal <u>after you have completed your Company & Individual Credits and Publication Permission setting</u>.

Download & Sign the Authorisation & Verification Form, confirming the accuracy of entry information and authorisation of submission. This form guarantees that the company and individual credits have been thoroughly reviewed by senior leadership to guarantee all integral strategic partners are credited properly for the Effie Index and awards recognition. This form also guarantees that you agree to provide your written case in accordance to the Publication Permissions Setting you selected at the time of entering.

The Authorisation & Verification form must be signed off by an agency or client executive in a departmental or account leadership position (e.g. Head of Account Planning, Head of Client Services, Group Account Director, etc.). This document must be carefully reviewed in its entirety and signed in the designated space at the end of the document.

A separate form must be uploaded for each entry.

Once signed, you will need to upload to the entry portal.

☐ **COMPETITION TERMS & RULES**
Agree to competition terms & rules.

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