

## Celebrating Effective Work

Effie Worldwide is a 501(c)(3) non-profit organization that stands for effectiveness in marketing communications, spotlighting marketing 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.

By providing permission to publish your written case, you are:

- 1. Bettering the industry.**  
By allowing other marketers to learn from your success, you are inspiring the industry to raise the bar and make their marketing better.
- 2. Bettering the future leaders of our industry.**  
Colleges and universities use Effie case studies in their courses, and Collegiate Effie participants learn how to write their own effective submissions by learning from yours.
- 3. Showcasing your team's success in achieving one of the top marketing honors of the year.**  
Effie wins help attract new talent, prove the importance of marketing in business, and strengthen agency-client relationships.

The Effie Awards entry and judging process is designed to help all entrants present their work effectively, while ensuring the confidentiality of classified information.

To help alleviate confidentiality concerns, the following pages outline Effie's policies on confidentiality and the publication of submissions. Entrants are encouraged to reach out to Effie Worldwide with any questions or concerns regarding our confidentiality policies.

### Publication of Your Entry

Entries that become Finalists and Winners in the Effie Awards Competition will be showcased in various ways. Publication is at the sole discretion of Effie Worldwide and the Effie Awards Russia. Work submitted must be original and you must have secured rights to submit it.

### WRITTEN ENTRY FORM

Effie Russia offers finalists and winners the opportunity to have written cases published in the Effie Case Database, in turn helping inspire the industry and do their part to Make Marketing Better. Entrants who give permission to publish their written case may have their entry featured on the Effie Worldwide web site or Effie partner web sites or publications.

In the spirit of learning that Effie represents, we encourage you to share your case studies so that we may Make Marketing Better.

We respect that entries may have information deemed confidential. Entrants are asked whether or not publishing permission is granted for the written entry.

Please select from the following options:

- "YES"** - If you select yes, you agree that the written entry form may be published, reproduced and displayed for educational purposes as it was submitted, so that you may play your part in Making Marketing Better.
- "YES - EDITED VERSION OF YOUR WRITTEN CASE"** - If you select this option, an edited version of your case study will be published, reproduced, and/or displayed for educational purposes.  
Entrants may redact sensitive data in this public version – only judges will see the original submission.

- "UNDER REVIEW"** – If you select this option, Effie will reach out to your team if the case becomes a finalist to further discuss the publication options for your case. Entrants ultimately will have the option to not publish their written case, but to support Effie's non-profit mission, we encourage all entrants to consider publishing at least an edited version.

The written case is the only portion of the entry that should contain confidential information. For that reason, the written case is the only portion of the entry that is included in the above publication permission policy. **The creative work (reel, images), public case summary, and statement of effectiveness need not include confidential information and will be showcased in various ways if your entry becomes a finalist or winner.**

Work submitted must be original or you must have received rights to submit it.

### Addressing Confidentiality Concerns in the Written Case

#### Judging

All judging is done in secure locations led by Effie moderators and judges are required to sign confidentiality agreements before judging begins. Judges cannot remove materials from the judging session and are individually matched with entries and categories that do not pose a conflict of interest. For example, a judge from the Beverages industry will not judge the Beverages category.

#### Indexing Data

While judging is confidential and entrants may select publication permissions for their written case, Effie understands some entrants may still have concerns regarding sensitive information. When presenting numerical data within the entry, entrants may choose to provide those numbers as percentages or indexes, so that actual numbers are withheld. Additionally, unless the entrant opts to allow Effie to publish the entry as it was submitted if it becomes a finalist or winner, only judges will see the written entry as it was submitted.

### CREATIVE MATERIALS & CASE SUMMARY

The creative material and case summary you submit into the competition become the property of Effie Worldwide and the Effie Awards and will not be returned. By entering your work in the competition, the Effie Awards/Effie Worldwide is automatically granted the right to make copies, reproduce and display the creative materials, case summaries, and statements of effectiveness within the context of your Effie entry for education and publicity purposes.

Creative work, case summaries, and the statement of effectiveness may be featured in the Effie Awards Journal, [Effie Worldwide's website](#), partner websites, press releases/newsletters, programming/conferences and the Effie Awards Gala. Creative material submitted to the Effie Awards includes your 4-minute creative reel, all .jpg images and hard copy examples of the work. The case summary is your 90-word public summary and 80-character statement of effectiveness of your case. Entrants should not include confidential information in these elements.

### Addressing Confidentiality Concerns in the Reel

- Per entry rules, results (of any kind) may not be included in the creative reel.
- Entrants are only required to showcase examples of the integral creative work that ran in the marketplace. Confidential information should not be featured in the creative reel.
- Entrants must have the rights to show all elements presented in the creative reel.
- Because Effie is a 501(c)(3) non-profit organization with the mission of providing learning to the industry, Effie has not encountered issues with talent featured in the creative that ran in the marketplace. The focus of the reel should be

on this creative work – entrants should obtain the rights to feature any supplemental creative elements (music that did not run with the creative in-market, added stock imagery not used in-market, etc.).

- In extraordinary circumstances, Effie will review requests to submit an edited video for publication. Such requests should be submitted if the case becomes a finalist, as non-finalist creative reels are only seen by judges and will not be published.

#### **Addressing Confidentiality Concerns in the Case Summary & Statement of Effectiveness**

Entrants are discouraged from including confidential information in either element. These elements should be written for publication.

## COMPETITION TERMS & RULES

By checking the box below and as a condition for entry, you indicate that you agree to the competition rules, which are:

1. Any material submitted in the course of entering the awards becomes the property of Effie Worldwide and the Effie Awards Russia and will not be returned.
2. You agree to the publishing policy stated above.
3. You represent and warrant that the Works submitted are original work by you and accurate and will not infringe upon the personal or proprietary rights of or give rise to any claim by any third party, including but not limited to claims based on copyright, trademark, patent, defamation, physical injury, or invasion of privacy or publicity. In addition, if any complaint or claim relating to any of the Works is made by any third party at any time, whether a formal legal complaint or otherwise, you will fully cooperate with Effie Worldwide and the Effie Awards Russia in responding to and defending against such complaint or claim, and you will hold Effie Worldwide and the Effie Awards Russia harmless from and against any such complaint or claim.
4. Where required by law or contract, you will obtain releases, from all persons depicted in any of the Works. You may not agree to any restrictions, limitations or right to review requested or imposed by any persons, including models, owners of property pictured in the Works, or others. You will immediately advise Effie Worldwide and the Effie Awards Russia of any such request or attempted imposition. If you make any subsequent or other use of any of the Works, you are solely responsible for obtaining any necessary releases from any models, persons or owners of property pictured in the Works, and you will hold Effie Worldwide and the Effie Awards Russia harmless from and against any claims by any person arising from any such subsequent or other use.
5. You certify that the information submitted for this case is a true and accurate portrayal of the case's objectives and results and that the case ran between January 1, 2020 to December 31, 2020. Entry constitutes permission to be included in a data set for Effie Awards Russia research purposes that do not breach confidentiality.
6. The credits you submit are considered final and will not be changed for any reason, including if agency and/or client experience a name change and/or merger after the time of entry. The information you submit in the online credits section may be published and/or appear on recognition certificates.
7. You have credited all partners who contributed to the work that is being presented in the entry.
8. The decisions of Effie Worldwide and the Effie Awards Russia in all matters relating to the competition shall be final and binding.

I agree to the competition rules.

Name \_\_\_\_\_  
Title \_\_\_\_\_  
Company \_\_\_\_\_  
Date \_\_\_\_\_