

entry requirements

formatting requirements

Please review the outline of formatting requirements below.

- **Color may only be used in charts and graphs in the entry form.**
Logos (for the entering brand/client only) and color may only be present in charts and graphs.
- **Do not include competitor logos or work.**
Competitor logos and creative work may not be included anywhere in your entry form or creative reel.
- **No screen grabs or other images of your creative elements in your entry form.**
These should go on your creative reel or the creative images for judging. Do not include any other graphics or pictorial elements in your written entry form (unless they are part of a chart/graph).
- **Answer all questions.**
If a question is not applicable, you must state this directly under the question. You may not leave any question blank.
- **Adhere to word limits.**
All questions have word limits, which are indicated throughout the entry portal and on the entry form template. Because each entrant has a different story to tell, question word limits are kept broad; however, entrants are not encouraged to utilize all space provided. Judges encourage brevity.
- **Charts & Graphs – Sized for readability.**
Charts & Graphs will be added to your responses in the Entry Portal as images. Ensure the image uploaded is sized so that judges will easily be able to read all information in the image. Each question that allows the inclusion of charts/graphs lists the maximum number of charts/graphs that may be included in the response.
- **Creative Reel rules & time limits must be followed.**
Competitor logos and creative work may not be included anywhere in your entry form or creative reel. All entries into the Shopper Marketing Effie competition have a 4-minute time limit for the creative reel (no minimum). Entrants must also follow all other creative reel rules as outlined in the entry kit (i.e. no results-including social metrics, keep the focus on the creative examples, no competitor logos/work).

 - **Exception:** Sustained Success entries have a 5-minute time limit for the creative reel and must follow the specific reel requirements as outlined in the Sustained Success [entry form](#).

entry requirements

reasons for disqualification

The following will result in disqualification and entry fees will be forfeited:

- **Data not referenced.** All data, claims, facts, etc. presented **anywhere in the entry form** must reference a specific, verifiable source. Sources must be as specific as possible in documenting all evidence; provide **source of data, type of research, and the time period covered**. Do not include any agency names in your sources – this includes agency names other than your own. The source of data should be referenced as “Agency Research,” “PR Agency Research,” “Media Agency Research,” etc. All other relevant sourcing information (time period covered, type of research, etc.) must also be included. Source data using footnotes.
- **Agency names/logos** published in the entry form or in the creative materials. Effie is an agency-blind competition; no agency names should be included in the materials that judges will review (entry form, media addendum, creative reel, creative images).
- **Including results or competitive work/logos on the creative reel.** Refer to the Creative Reel instructions for full details. The reel is simply meant to showcase the work as it ran in the marketplace.
- **Failing to adhere to the Effie Eligibility rules.** Data presented must be isolated to the United States and/or Canada. The Effie eligibility period is **9/1/16-8/31/17***. It is fine for the work to have started running before or continue running after this period, but the work the judges are reviewing must have run at some point between 9/1/15 and 8/31/16. The results the judges are evaluating must be within this period, but data prior to the eligibility period may be included for context. **No results after 8/31/17 may be included.**
 - If your effort **LAUNCHED August 15-31, 2016**, or **CONCLUDED September 1-15, 2017**, you may include data and creative work from those time periods.
 - The Seasonal/Event category has a special eligibility period of 10/1/16-9/30/17.
 - The Sustained Success category requires results that date back to 8/31/14 or earlier.
- **Failing to follow the Formatting Requirements** as outlined in the entry kit and on the entry form. Review the Formatting Requirements for rules on font, color, pictorial elements, leaving questions unanswered, and removing parts of the entry form.
- **Missing Translation / Creative Viewing Guide.** All entries with non-English creative materials must include a translation page at the end of your entry form (subtitles within the creative materials are also acceptable). All entries in the Multicultural & Lifestyle Segments category must include a Creative Viewing Guide. See the category definitions for more information.

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sourcing data

All data, claims, facts, etc. included anywhere in the entry form must include a specific, verifiable source. Entries that do not source data will be disqualified.

We encourage entrants to use footnotes to provide sourcing information. Through the online portal, the entry form has a SOURCING box provided at the bottom of each scoring section for all references/footnotes. This allows entrants to provide their sourcing without it counting against the word limit restrictions.

1. When submitting your responses to questions 1-4, you must provide a source for all data and facts. At the end of a sentence that requires a source, use the SUPERScript feature to number your sources.
2. In the Sourcing box, numerically list your citations.

Suggested Sourcing Layout

Source of Research, Research Type, Dates Covered.

Additional sourcing tips

- Be as specific as possible in documenting all evidence; **provide sources of data, research involved and time period covered**. Because of Effie's specific eligibility time period, it is crucial to **include the dates for all results** presented in your case.
- You are not required to follow a specific format for referencing sources, however, Effie recommends using footnotes. In the online system, a "sourcing" box will be provided at the bottom of each scoring section to provide sourcing details – this allows you to provide your sourcing without being included in the word limit for each question. Alternatively, you may present sources in parenthesis next to each data point.
- Acceptable sources can be: advertiser data, agency research or third party research companies + include additional details (type of research, dates covered, etc.). **Use the specific name of the company to reference a source except when the source is an agency** (ad, media, or other). Because Effie is an **agency-blind competition** we require agency research to be referenced via the term "Internal Research." This applies to all agencies, **not limited to the entering agency**, as judges may think the agency listed is the entering agency and would then flag the case for disqualification. You may list "PR Agency Research," "Media Agency Research," "Internal Research," etc. However, you must still be as specific as possible about this source (time period covered, research involved, etc.)
- The Effie Awards reserves the right to check all sources provided for accuracy.



effie reminder: When citing data, do not list any agency names. Data provided anywhere in the entry form must be sourced.