

sourcing data in your entry form

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.