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[www.effie.org](http://www.effie.org)  
[effieindex.com](http://effieindex.com)

## Effie Subscription FAQ

### WHY IS EFFIE CHARGING FOR ACCESS TO THE CASES?

Effie's plan is to make the database one of the most useful and important resources in our industry. We will tag the cases in multiple ways to make your search easy and productive. We can add judge commentary and produce analyses of trends. In the long run, we will provide curation services, and you will be able to ask us, for example, to gather successful cases where social media was used to reach working moms in Western Europe. **Your subscription fees will enable us to build the database to do this.**

Subscription income will also help us fulfill Effie's educational mission, for example, by providing learning in marketing communications effectiveness for college students or by developing learning segments for midlevel marketing employees.

We are a nonprofit organization and as such, we will continue to use profits for program expansion and growth to honor and educate about effective marketing communications. See more about Effie [here](#).

### WHAT DO I GET FOR MY SUBSCRIPTION?

Access to all cases in the database. Right now, that consists primarily of North American winner and finalist cases where we have permission to publish. Our goal over the next several years is to include all finalist and winner cases from all Effie programs worldwide where we have permission to publish. Effie has over 40 programs worldwide.

### CAN I DOWNLOAD THE WRITTEN .PDF CASES?

Yes, subject to the terms listed on the written cases themselves and on [effie.org](http://effie.org), which states:

#### **Effie® Awards**

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## **CAN I DOWNLOAD THE VIDEOS?**

No. You can only view them at [effie.org](http://effie.org)

## **WHO CAN I CONTACT FOR HELP OR CASE DATABASE IDEAS?**

We welcome your feedback, questions about the database and thoughts on new database features you would like to see. Please contact [erica@effie.org](mailto:erica@effie.org) or [nisha@effie.org](mailto:nisha@effie.org).

## **HOW CAN I USE THE CASES?**

The cases are invaluable for research and for inspiration. Please remember that the information is the property of Effie Worldwide and is protected by copyright and other intellectual property laws. This brief may be displayed, reformatted and printed solely for the use of subscribers.

## **WHAT AM I NOT ALLOWED TO DO WITH THE CASES?**

You cannot reproduce, retransmit, distribute, sell, publically display, publish or broadcast any part of the cases without the prior written consent of Effie Worldwide.

## **WHY IS ACCESS PRICED BY NUMBER OF USERS?**

Number of users was the model preferred by the Effie community. We welcome your thoughts on additional models you would like to see added.

## **WHAT IS THE POLICY FOR SUBSCRIPTION AND USE BY UNIVERSITY MARKETING DEPARTMENTS?**

We are still formulating our academic policy. We understand that universities and colleges are nonprofit organizations, as is Effie. The fees will be lower, but there will be fees. Academic institutions should email [academic-subscriptions@effie.org](mailto:academic-subscriptions@effie.org) for more information.

## **WHAT IS THE POLICY FOR SUBSCRIPTION AND USE BY INDIVIDUAL STUDENTS?**

Under a university subscription, students will receive access to cases assigned by their professors. We regret that we are not able to fulfill individual student requests. However, students can gain access to certain cases via the Collegiate Effie competition. Visit the [Collegiate Effies](#) for more details.