



# reasons for disqualification

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

1. **DATA NOT REFERENCED.** All data, claims, facts, etc. presented anywhere in the entry form must reference a specific, verifiable source. Sourcing data is not limited to the results section. The Effie Awards reserves the right to check all sources provided for accuracy.
  - Sources must be as specific as possible in documenting all evidence; provide source of data, type of research, and the 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.
  - Suggested Sourcing Layout: Source of Research, Research Type, Dates Covered.
  - You are not required to follow a specific format; however, Effie recommends using footnotes.
  - Acceptable sources can be: advertiser data, agency research or third-party research companies + include additional details. 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. You may list "PR Agency Research," "Media Agency Research," "Agency Research," etc. However, you must still be as specific as possible about this source.
2. **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).
3. **INCLUDING RESULTS ON THE CREATIVE REEL.** Refer to the Creative Reel instructions in this document for full details. The reel is simply meant to showcase the work as it ran in the marketplace.
4. **FAILING TO ADHERE TO THE EFFIE ELIGIBILITY RULES.** Data presented must be isolated to Pakistan. The Effie eligibility period is **1<sup>st</sup> July 2019 – 30<sup>th</sup> September 2020**. 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 the qualifying period may be included.
5. **FAILING TO FOLLOW THE FORMATTING REQUIREMENTS:**
  - Color may only be used in charts and graphs in the entry form. All written answers must be in black font. 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).
  - Do not include competitor logos or work. Competitor logos and creative work may not be included anywhere in your entry form or creative reel.
  - 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 any/all page and/or word limit rules. You may not include an appendix. If your case requires the addition of a Translation, these materials can be added in the sections available, though your answers to the Executive Summary & sections 1-4 must fall within the limits.