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|  | **Offline Data Collection Template** |
| In addition to the written entry form & creative examples, additional data is required in the [Entry Portal](https://effie-pakistan.acclaimworks.com/uba/auth). These materials support Effie’s mission of leading, inspiring & championing the practice and practitioners of marketing effectiveness.  This document outlines the additional information you will be required to provide in the [Entry Portal](https://effie-pakistan.acclaimworks.com/uba/auth) in order to submit your entry. Teams can use this document to collect information from team members while preparing your entry. Please ensure you provide yourself time to input these data points in the Entry Portal in advance of your intended entry deadline. | |
|  | |
| **ENTRY DETAILS**  **For your internal purposes, please indicate the case you are working on below.** | |
|  | |
| **Entry ID#** *Obtained once you start your entry in the Entry Portal.* |  |
| **BRAND NAME** |  |
| **ENTRY TITLE** |  |
| **EFFIE ENTRY CATEGORY** |  |

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| **JUDGING MATERIALS**  **The following materials will be reviewed by the judges. You can use the below as a checklist to ensure these are uploaded to the Entry Portal.** | |
|  | |
|  | **ENTRY FORM** *Written responses to individual questions are answered through the Entry Portal – the final version will be downloadable as a PDF. You may download and use the* [***entry form Word Doc template (available here)***](https://effie.org/26/entry_details/2) *to prepare your responses offline.* |
|  | **INVESTMENT OVERVIEW (part of the Entry Form)**  *A visual provided at end of entry form template linked above – to also be completed in the Entry Portal. This is outlined as the final pages of the* [***entry form Word Doc template (available here)***](https://effie.org/26/entry_details/2)***.*** |
|  | **CREATIVE REEL**  *Upload one creative reel (.mp4) which will also be used for publicity purposes if the entry becomes a finalist or winner.  For complete instructions, please review the* [***Creative Requirements Guide***](http://current.effie.org.s3.amazonaws.com/downloads/2020_US_Creative_Requirements.pdf)*.* |
|  | **IMAGES OF CREATIVE WORK**  *Upload 2-6 images (.jpg) of creative work that ran in the marketplace. These image files will also be used for publicity purposes if the entry becomes a finalist or winner. For complete instructions, please review the* [***Creative Requirements Guide***](http://current.effie.org.s3.amazonaws.com/downloads/2020_US_Creative_Requirements.pdf)*.* |

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| **PUBLICITY MATERIALS   All materials provided in this section should be submitted with publication purposes in mind. Do not include any confidential information in the public case summary or statement of effectiveness.** |
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| **90 WORD PUBLIC CASE SUMMARY**  *Provide a snapshot of the effectiveness of your case.*  *The summary should be written as though it will be judged. Using at least three complete sentences summarize the case and its goal. Indicate objectives and how the evidence of results directly relates to those objectives (concrete numbers or percentages vs. general terms like "record sales" or "big success"). Think of the case summary as a long tweet, mini-case, or an elevator speech.* | | *The case summary will be published in the* [***Effie Winners Journal***](http://www.effiejournal.com/effieawards/2019?pg=1#pg1) *and* [***Case Database***](https://www.effie.org/cases)*. It may also be used for promotional purposes and should not contain any confidential information.* |
| Provide answer (90 words maximum). | | |
| **STATEMENT OF EFFECTIVENESS**  *Please provide a short statement (****15 words maximum****) on the effectiveness of your case.*  *The intention of this statement is to provide a better understanding of why your work was worthy of either finalist status or an award. It is an opportunity to showcase the success of your effort. You may choose to touch on your most important result, why the effort was effective or significant to the brand, the most important learning taken away from this case, or an interesting/fun fact about the work.* | | *If your case is a winner, it may be shown on screen at the awards gala or in the promotion of your case if it is a finalist or winner.*  *Examples:*   * *Moved familiarity from 24% to 62% with the core gaming audience* * *Earned over 600 million media impressions in just 8 weeks* * *Brought new users into a declining category and increased social interactions.* |
| Provide answer (15 words maximum). | | |
| **OTHER PUBLICITY MATERIALS CHECKLIST**  *The following materials will need to be uploaded to the entry portal.* | | |
|  | **Primary Publicity Image (.jpg)**  *Upload one high-res image of your creative work that best represents the essence of your case. This is the image Effie will use for publicity purposes & printed in the* [***Effie Winners Journal***](http://www.effiejournal.com/effieawards/2019?pg=1#pg1)*.* | |
|  | **Company Logos**  *Upload one logo for EACH of the credited lead agencies (2 max) and the client companies (2 max). You may either upload high-resolution .ai/.eps versions OR low resolution .jpg/.jpeg versions.* | |
|  | **Team Photos (optional)**  *Upload one or two team photos of the lead agency and client team as 300 dpi .jpgs/.jpegs, at least 1000 pixels wide or tall. 5MB maximum for each file. Team photos are featured online and at the Effie Awards Gala. If none available, you can submit a team photo filler image (provided in the Entry Portal) and email a real team photo if you become a winner.* | |
| ***Reminder: Creative Examples Provided for Judging will also be made public for all finalists & winners.  These details are outlined in*** [*Judging Materials section*](#JudgingMaterials) ***of this template.*** | | |

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| **CASE BACKGROUND**  **This information is for research and database purposes. These responses are not seen by judges.** | | | | | | |
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| **INDUSTRY SECTOR** *Select your brand’s industry sector (choose one).  For more information, please review the* [***Effie Index's Industry Sector definitions here***](https://current.effie.org/downloads/IndustrySectorDefinitions.pdf)*.* | | | | | | |
| **Business & Industrial** | **Drink & Beverage** | | | **Financial Services** | | **Food** |
| **Government & Non-Profit** | **Household & Domestic** | | | **Leisure & Entertainment** | | **Media & Publishing** |
| **Motor & Auto** | **Pharmaceutical & Healthcare** | | | **Retail** | | **Telecoms** |
| **Toiletries & Cosmetics** | **Travel, Transport & Tourism** | | | **Utilities & Services** | | **Wearing Apparel** |
| **TYPE OF EFFORT** *Effie is open to B2B and B2C efforts. Select the type your effort aligns with. Choose one.* | | | | | | |
| **Business to Business** | | | **Business to Consumer** | | **Both B2B & B2C** | |
| **SPONSORSHIP** *Select the types of sponsorship used in your case. Choose all that apply.* | | | | | | |
| **Product Placement – Occasional** | **Product Placement – Ongoing** | | | **Sports Sponsorship –  At Venue** | | **Sports Sponsorship –  Live Activation** |
| **Sports Sponsorship –  Player/Car** | **Unique Opportunity** | | | **Not Applicable** | | |
| **SUSTAINABLE DEVELOPMENT GOALS**  *Effie has partnered with the PVBLIC Foundation to support the* [***UN's 2030 Agenda for Sustainable Development***](https://sustainabledevelopment.un.org/post2015/transformingourworld) *and its* [***17 Sustainable Development Goals (SDGs).***](https://sustainabledevelopment.un.org/sdgs) *Please help us to recognize the achievements of our industry in creating positive change by providing the below information.* | | | | | | |
| **Select the Sustainable Development Goal most closely aligned with your effort. Choose one:** | | | | | | |
| **Affordable & Clean Energy** | **Clean Water & Sanitation** | | | **Climate Action** | | **Decent Work &  Economic Growth** |
| **Gender Equality** | **Good Health & Well-Being** | | | **Industry, Innovation & Infrastructure** | | **Life Below Water** |
| **Life on Land** | **No Poverty** | | | **Partnerships for the Goals** | | **Peace, Justice & Strong Institutions** |
| **Quality Education** | **Reduced Inequalities** | | | **Responsible Consumption & Production** | | **Sustainable Cities & Communities** |
| **Zero Hunger** | | | | **Not Applicable** | | |
| **Select** **all Sustainable Development Goals aligned with your effort:** | | | | | | |
| **Affordable & Clean Energy** | **Clean Water & Sanitation** | | | **Climate Action** | | **Decent Work &  Economic Growth** |
| **Gender Equality** | **Good Health & Well-Being** | | | **Industry, Innovation & Infrastructure** | | **Life Below Water** |
| **Life on Land** | **No Poverty** | | | **Partnerships for the Goals** | | **Peace, Justice & Strong Institutions** |
| **Quality Education** | **Reduced Inequalities** | | | **Responsible Consumption & Production** | | **Sustainable Cities & Communities** |
| **Zero Hunger** | | | | **Not Applicable** | | |
| **COMPETITOR BRANDS**  *Provide the top competitor brands of your case. This helps ensure judges who work on competitor brands are not assigned your case.  You may provide up to six competitor brands or list No Competitors.   (1 Required, 6 Maximum)* | | | | | | |
| **Competitor 1 (Required):** | |  | | | | |
| **Competitor 2 (Optional):** | |  | | | | |
| **Competitor 3 (Optional):** | |  | | | | |
| **Competitor 4 (Optional):** | |  | | | | |
| **Competitor 5 (Optional):** | |  | | | | |
| **Competitor 6 (Optional):** | |  | | | | |
| **RESEARCH**  *Select the most important research done for your case. Then, select all research done for your case.* | | | | | | |
| **Primary Research:** | | | | | | |
| **Copy Testing** | **Focus Groups** | | | **Neuroscience** | | **Positioning/Concept Testing** |
| **Strategic (segmentation, market structure, U&A)** | **Tracking** | | | **Not Applicable** | | **Other:** |
| **Research (All):** | | | | | | |
| **Copy Testing** | **Focus Groups** | | | **Neuroscience** | | **Positioning/Concept Testing** |
| **Strategic (segmentation, market structure, U&A)** | **Tracking** | | | **Not Applicable** | | **Other:** |
| **RESEARCH PARTNERS**  *Indicate research partners used for this effort. List up to three companies.* | | | | | | |
| **Research Partner 1 (Required):** | |  | | | | |
| **Research Partner 2 (Optional):** | |  | | | | |
| **Research Partner 3 (Optional):** | |  | | | | |
| **TARGET AUDIENCE**  *Select your primary audience for your case. Then, select all audiences targeted for your case.* | | | | | | |
| **Primary Audience:** | | | | | | |
| **Boomers (45+)** | **Brand Influencers** | | | **Children (12 and under)** | | **Cultural or Ethnic Group** |
| **Employees** | **Families** | | | **Fathers** | | **Men** |
| **Mothers** | **New Audience** | | | **Teens (13-20)** | | **Women** |
| **Young Men (20-35)** | **Young Women (20-35)** | | | **Other:** | | |
| **Audience (All):** | | | | | | |
| **Boomers (45+)** | **Brand Influencers** | | | **Children (12 and under)** | | **Cultural or Ethnic Group** |
| **Employees** | **Families** | | | **Fathers** | | **Men** |
| **Mothers** | **New Audience** | | | **Teens (13-20)** | | **Women** |
| **Young Men (20-35)** | **Young Women (20-35)** | | | **Other:** | | |
| **ENTRY OBJECTIVES**  *Select your primary objective for your case. Then, select all objective types for your case.* | | | | | | |
| **Primary Entry Objective:** | | | | | | |
| **Attract, support distribution** | **Attract, support suppliers** | | | **Brand launch** | | **Brand relaunch, reposition** |
| **Build brand equity** | **Build, change corporate image** | | | **Build, defend brand position** | | **Change brand image** |
| **Develop, revitalize market** | **Financial, shareholder relationships** | | | **Fund-raising** | | **Gain new customers** |
| **Gain trial** | **Global branding** | | | **Government and social aims** | | **Increase awareness** |
| **Increase brand loyalty** | **Increase sales, volume** | | | **Increase web traffic, bookings** | | **IPOs** |
| **Maintain price premium** | **Market share - increase** | | | **Political campaigns** | | **Recruitment** |
| **Retain existing customers** | **Staff relationships, motivation** | | | **Support event, exhibition** | | **Support promotion** |
| **Support sponsorship** | | | | **Other:** | | |
| **Entry Objectives (All):** | | | | | | |
| **Attract, support distribution** | **Attract, support suppliers** | | | **Brand launch** | | **Brand relaunch, reposition** |
| **Build brand equity** | **Build, change corporate image** | | | **Build, defend brand position** | | **Change brand image** |
| **Develop, revitalize market** | **Financial, shareholder relationships** | | | **Fund-raising** | | **Gain new customers** |
| **Gain trial** | **Global branding** | | | **Government and social aims** | | **Increase awareness** |
| **Increase brand loyalty** | **Increase sales, volume** | | | **Increase web traffic, bookings** | | **IPOs** |
| **Maintain price premium** | **Market share - increase** | | | **Political campaigns** | | **Recruitment** |
| **Retain existing customers** | **Staff relationships, motivation** | | | **Support event, exhibition** | | **Support promotion** |
| **Support sponsorship** | | | | **Other:** | | |
| **RESULTS**  *Select your primary result for your case. Then, select all result types for your case.* | | | | | | |
| **Primary Result:** | | | | | | |
| **Awareness Shift** | **Customer Retention/ Loyalty Increase** | | | **Defend Market Share/ Arrest Decline** | | **New Customer Acquisition/ Penetration Gain** |
| **Profit Gain** | **Revenue Gain** | | | **ROI** | | **Share Gain** |
| **Strategic Perception Shift** | | | | **Other:** | | |
| **Results (All):** | | | | | | |
| **Awareness Shift** | **Customer Retention/ Loyalty Increase** | | | **Defend Market Share/ Arrest Decline** | | **New Customer Acquisition/ Penetration Gain** |
| **Profit Gain** | **Revenue Gain** | | | **ROI** | | **Share Gain** |
| **Strategic Perception Shift** | | | | **Other:** | | |

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| **CREATIVE BACKGROUND**  **This information is for research and database purposes. These responses are not seen by judges.** |
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| **CREATIVE MATERIALS PRESENTED IN YOUR CREATIVE REEL**  *Select all overarching communications touchpoints featured on your reel from the list below.* |

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| --- | --- | --- | --- | --- |
| **Branded Content** | | **Cinema** | **Direct** | **Distribution Changes** |
| **Ecommerce** | | **Events** | **Guerilla** | **Interactive/Online** |
| **Internal Marketing** | | **Mobile/Tablet** | **OOH** | **Packaging** |
| **Point of Care (POC)** | | **PR** | **Pricing** | **Print** |
| **Product Design** | | **Professional Engagement** | **Radio** | **Retail Experience** |
| **Sales Promotion** | | **Sampling** | **Search Engine Marketing (SEM/SEO)** | **Social Media** |
| **Sponsorship** | | **Trade Communications/ Promo** | **Trade Shows** | **TV** |
| **User Generated** | | | **Other:** | |
| **SOCIAL MEDIA PLATFORMS**  *Select all social media platforms utilized in your effort from the list below.* | | | | |
| **Blog  (Tumblr, WordPress, etc.)** | | **Facebook** | **Flickr** | **Foursquare** |
| **Google+** | | **Instagram** | **LinkedIn** | **Myspace** |
| **Pandora** | | **Pinterest** | **Reddit** | **Shazam** |
| **Snapchat** | | **Spotify** | **Twitter** | **YouTube** |
| **Not Applicable** | | | **Other:** | |
| **PRIMARY TOUCHPOINT**  *What was the primary communications touchpoint that brought the marketing communications effort to life?*  *Select your primary touchpoint for your case. Then, select the specific touchpoint within that touchpoint group that was the most important.* | | | | |
| **Primary Touchpoint:** | | | | |
| **Branded Content** | | **Cinema** | **Direct** | **Distribution Changes** |
| **Ecommerce** | | **Events** | **Guerilla** | **Interactive/Online** |
| **Internal Marketing** | | **Mobile/Tablet** | **OOH** | **Packaging** |
| **Point of Care (POC)** | | **PR** | **Pricing** | **Print** |
| **Product Design** | | **Professional Engagement** | **Radio** | **Retail Experience** |
| **Sales Promotion** | | **Sampling** | **Search Engine Marketing (SEM/SEO)** | **Social Media** |
| **Sponsorship** | | **Trade Communications/ Promo** | **Trade Shows** | **TV** |
| **User Generated** | | | **Other:** | |
| **Specific Touchpoint:** *If the touchpoint you selected above has nested items below it, please select which specific touchpoint was most important. If there are no nested items below the touchpoint you selected above, simply select that touchpoint again.* *As an example, if you selected Direct above, here you will select either Direct-Email, Direct-Mail, or Direct-Retailer Specific. If you selected Cinema above, you would select Cinema again below.* | | | | |
| **Branded Content** | | **Cinema** | **Direct  *(Email, Mail, Retailer Specific)*** | **Distribution Changes** |
| **Ecommerce** | | **Events** | **Guerilla  *(Ambient Media, Buzz Marketing, Sampling/Trial, Street Teams, Tagging, Wraps)*** | **Interactive/Online  *(Brand Website/Microsite, Contests, Digital Video, Display Ads, Gaming, Location-Based Communications/ Real Time Marketing, Manufacturer/ Retailer Website, Podcasts, Video Skin/Bugs, Other)*** |
| **Internal Marketing** | | **Mobile/Tablet  *(App, Display Ad,  In-App or In-Game Ad, Location-Based Communications/ Real Time Marketing, Messaging/Editorial/Content, Other)*** | **OOH  *(Airport, Billboard,  Place-Based, Transit, Other)*** | **Packaging** |
| **Point of Care (POC)  *(Brochures, Coverwraps,  Electronic Check-In, Video (HAN, Accent Health, Wallboards, Other)*** | | **PR** | **Pricing  *(Couponing, Trade)*** | **Print**  ***(Custom Publication, Magazine – Digital or Print, Newspaper – Digital or Print,  Retailer Specific Publication,***  ***Trade/Professional)*** |
| **Product Design**  ***(Account Specific,  Promo Specific)*** | | **Professional Engagement**  ***(Closed Loop Marketing (CLM),  Congresses, Continuing Engagement,  Detail/E-Detail/Interactive Visual Aids (IVAs), Informational/Documentary Video, In-Office)*** | **Radio**  ***(Merchandising, Program/Content,  Promo/Endorsements, Spots)*** | **Retail Experience**  ***(In-Store Merchandising,  In-Store Video/Kiosk, Pharmacy, POP, Retailtainment,  Sales Promotion,  Store within a Store, Other)*** |
| **Sales Promotion**  ***(Direct, In-Store, OOH (Event))*** | | **Sampling** | **Search Engine Marketing (SEM/SEO)** | **Social Media** |
| **Sponsorship** | | **Trade Communications/ Promo** | **Trade Shows** | **TV**  ***(Branded Content, Co-op, Interactive TV/ Video on Demand,  National Tagged Spots, Product Placement, Sponsorship, Spots)*** |
| **User Generated**  ***(Consumer Generated, Viral, Word of Mouth)*** | | | **Other:** | |
| **MAIN TOUCHPOINTS**  *Indicate the three most important communications touchpoints (based on the Primary Touchpoint options), beyond the primary touchpoint selected above. If you only used one touchpoint beyond your primary medium, simply list "Not Applicable" for Main Touchpoints 2 & 3.* | | | | |
| **Main Touchpoint 1:** |  | | | |
| **Main Touchpoint 2:** |  | | | |
| **Main Touchpoint 3:** |  | | | |
| **Main Touchpoint – Other Additional Details (Optional):**  *You may use this box to elaborate on the key touchpoints if the selections above don't fully address what your primary touchpoint was. For example, if you selected 'TV' but would like to elaborate that it was 'branded content on TV' that was the true touchpoint.* | | | | |
| Provide answer. | | | | |

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| **COMPANY CREDITS**  **This information is not seen by judges. Effie will publicly celebrate all credited companies & individuals if your case becomes a finalist or winner.**  Credits cannot be removed or replaced after the entry is submitted **– it is critical that senior leadership reviews credits for accuracy. As confirmation, senior leadership is required to sign off on the Authorization & Verification Form, confirming credits are accurate & compete. Additions will only be accepted if space is available and require a Rs. 35,000 fee after time of entry. No additions/edits will be accepted after January 15, 2022. See the** [**entry kit for full credit information**](https://effiepakistan.org/how-to-enter/entry-kit/)**.**  **All entries submitted from the same agency office location should list the "Agency Name" precisely the same way to ensure your office receives all relevant Effie Index points. Communicate with your corporate/executive team, PR department, and other teams entering into this year's competition from your agency office to ensure you are entering each agency name accurately and consistently.**  **See how agency offices listed their company name in last year's competition** [**here**](http://www.effieindex.com/)**.** |
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| **LEAD AGENCY(S)**  *Entrants have the option to credit a* ***maximum of two lead agencies*** *(one required). If you credit a second lead agency, both agencies will be given equal recognition by Effie Worldwide in both publicity materials and the Effie Index. In order to be considered a second lead agency, you must certify that the work done by each agency was of equal weighting and each agency deserves equal recognition.*  ***Lead agencies are considered final at time of entry and cannot be changed after time of entry. You may not add or remove a second lead agency after time of entry.*** | |
| **LEAD AGENCY #1 (Required)** | |
| **Company Name:** |  |
| **Country:** |  |
| **Address:** |  |
| **Company Details** | |
| **Type of Company:** | ***(Brand Identity Firm, Client/Advertiser, Data/Programmatic Company, Design Firm, Digital/Interactive Agency, Direct Marketing Agency, Event Marketing Agency,  Experiential Agency, Full-Service Ad Agency, Guerilla Agency, Production Company, Promotional Agency, Public Relations Firm, Media Agency, Media Company, Multicultural Agency, PR Agency, Research Company, Retailer, Shopper Marketing Agency)*** |
| **Company Size:** | ***(1-50 Employees, 51-200 Employees, 201-500 Employees, 500+ Employees)*** |
| **Website:** |  |
| **Agency Network:** |  |
| **Holding Company:** |  |
| **Main Contact Details** *This contact will be considered a secondary point of contact on this entry should there be any questions/issues, and the entrant contact cannot be reached. This contact will also be sent a congratulatory note if your entry is a finalist/winner, along with key information about celebrating your success.* | |
| **Full Name:** |  |
| **Title:** |  |
| **Email:** |  |
| **Office Phone:** |  |
| **Agency PR Contact Details** *This contact should be the person who handles PR for your agency. This contact may receive a congratulatory note if your entry is a finalist/winner.* | |
| **Full Name:** |  |
| **Title:** |  |
| **Email:** |  |
| **Office Phone:** |  |
| **CEO/Top Ranking Executive Details** *This contact may receive a congratulatory note if your entry is a finalist/winner but will not be added to our mailing lists.* | |
| **Full Name:** |  |
| **Title:** |  |
| **Email:** |  |
| **Office Phone:** |  |
| **LEAD AGENCY #2 (Optional)** | |
| **Company Name:** |  |
| **Country:** |  |
| **Address:** |  |
| **Company Details** | |
| **Type of Company:** | ***(Brand Identity Firm, Client/Advertiser, Data/Programmatic Company, Design Firm, Digital/Interactive Agency, Direct Marketing Agency, Event Marketing Agency,  Experiential Agency, Full-Service Ad Agency, Guerilla Agency, Production Company, Promotional Agency, Public Relations Firm, Media Agency, Media Company, Multicultural Agency, PR Agency, Research Company, Retailer, Shopper Marketing Agency)*** |
| **Company Size:** | ***(1-50 Employees, 51-200 Employees, 201-500 Employees, 500+ Employees)*** |
| **Website:** |  |
| **Agency Network:** |  |
| **Holding Company:** |  |
| **Main Contact Details** *This contact will be considered a main point of contact for the second lead agency. This contact will be sent a congratulatory note if your entry is a finalist/winner, along with key information about celebrating your success.* | |
| **Full Name:** |  |
| **Title:** |  |
| **Email:** |  |
| **Office Phone:** |  |
| **Agency PR Contact Details** *This contact should be the person who handles PR for the second lead agency. This contact may receive a congratulatory note if your entry is a finalist/winner.* | |
| **Full Name:** |  |
| **Title:** |  |
| **Email:** |  |
| **Office Phone:** |  |
| **CEO/Top Ranking Executive Details** *This contact may receive a congratulatory note if your entry is a finalist/winner but will not be added to our mailing lists.* | |
| **Full Name:** |  |
| **Title:** |  |
| **Email:** |  |
| **Office Phone:** |  |

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| **CLIENT(S)**  *Entrants are required to credit* ***at least one client company****. If there were two clients involved in your effort, credit the second client in the designated space below. Both clients will receive equal recognition in all publicity and in the Effie Index if your case is a finalist or winner.*  *Please note that for publicity purposes, both the Brand Name (as entered on the Entry Details tab) and the Client Company (listed below) are recognized. If your brand has an overarching parent company, please input the client company here (vs. the brand).* | |
| **CLIENT #1 (Required)** | |
| **Company Name:** |  |
| **Country:** |  |
| **Address:** |  |
| **Company Details** | |
| **Type of Company:** | ***(Brand Identity Firm, Client/Advertiser, Data/Programmatic Company, Design Firm, Digital/Interactive Agency, Direct Marketing Agency, Event Marketing Agency,  Experiential Agency, Full-Service Ad Agency, Guerilla Agency, Production Company, Promotional Agency, Public Relations Firm, Media Agency, Media Company, Multicultural Agency, PR Agency, Research Company, Retailer, Shopper Marketing Agency)*** |
| **Company Size:** | ***(1-50 Employees, 51-200 Employees, 201-500 Employees, 500+ Employees)*** |
| **Website:** |  |
| **Client Network:** |  |
| **Main Contact Details** *This contact will be considered a main point of contact for the client company. This contact will receive a congratulatory note if the case is a winner.* | |
| **Full Name:** |  |
| **Title:** |  |
| **Email:** |  |
| **Office Phone:** |  |
| **CEO/Top Ranking Executive Details** *This contact may receive a congratulatory note if your entry is a finalist/winner but will not be added to our mailing lists.* | |
| **Full Name:** |  |
| **Title:** |  |
| **Email:** |  |
| **Office Phone:** |  |
| **CLIENT #2 (Optional)** | |
| **Company Name:** |  |
| **Country:** |  |
| **Address:** |  |
| **Company Details** | |
| **Type of Company:** | ***(Brand Identity Firm, Client/Advertiser, Data/Programmatic Company, Design Firm, Digital/Interactive Agency, Direct Marketing Agency, Event Marketing Agency,  Experiential Agency, Full-Service Ad Agency, Guerilla Agency, Production Company, Promotional Agency, Public Relations Firm, Media Agency, Media Company, Multicultural Agency, PR Agency, Research Company, Retailer, Shopper Marketing Agency)*** |
| **Company Size:** | ***(1-50 Employees, 51-200 Employees, 201-500 Employees, 500+ Employees)*** |
| **Website:** |  |
| **Client Network:** |  |
| **Main Contact Details** *This contact will be considered a main point of contact for the second client company. This contact will receive a congratulatory note if the case is a winner.* | |
| **Full Name:** |  |
| **Title:** |  |
| **Email:** |  |
| **Office Phone:** |  |
| **CEO/Top Ranking Executive Details** *This contact may receive a congratulatory note if your entry is a finalist/winner but will not be added to our mailing lists.* | |
| **Full Name:** |  |
| **Title:** |  |
| **Email:** |  |
| **Office Phone:** |  |

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| **CONTRIBUTING COMPANIES**  *Entrants are required to credit all key strategic partners on an effort. You may* ***list up to four contributing companies****.*  *Contributing Company Main Contacts will be contacted if your entry becomes a winner & will not be listed publicly.* | |
| **CONTRIBUTING COMPANY #1 (Optional)** | |
| **Company Name:** |  |
| **Country:** |  |
| **Address:** |  |
| **Company Details** | |
| **Type of Company:** | ***(Brand Identity Firm, Client/Advertiser, Data/Programmatic Company, Design Firm, Digital/Interactive Agency, Direct Marketing Agency, Event Marketing Agency,  Experiential Agency, Full-Service Ad Agency, Guerilla Agency, Production Company, Promotional Agency, Public Relations Firm, Media Agency, Media Company, Multicultural Agency, PR Agency, Research Company, Retailer, Shopper Marketing Agency)*** |
| **Company Size:** | ***(1-50 Employees, 51-200 Employees, 201-500 Employees, 500+ Employees)*** |
| **Website:** |  |
| **Network:** |  |
| **Holding Company:** |  |
| **Main Contact Details** *This contact will be considered a main point of contact for this company in case there are any questions specific to their organization. This contact will receive a congratulatory note if the case is a winner.* | |
| **Full Name:** |  |
| **Title:** |  |
| **Email:** |  |
| **Office Phone:** |  |
| **CONTRIBUTING COMPANY #2 (Optional)** | |
| **Company Name:** |  |
| **Country:** |  |
| **Address:** |  |
| **Company Details** | |
| **Type of Company:** | ***(Brand Identity Firm, Client/Advertiser, Data/Programmatic Company, Design Firm, Digital/Interactive Agency, Direct Marketing Agency, Event Marketing Agency,  Experiential Agency, Full-Service Ad Agency, Guerilla Agency, Production Company, Promotional Agency, Public Relations Firm, Media Agency, Media Company, Multicultural Agency, PR Agency, Research Company, Retailer, Shopper Marketing Agency)*** |
| **Company Size:** | ***(1-50 Employees, 51-200 Employees, 201-500 Employees, 500+ Employees)*** |
| **Website:** |  |
| **Network:** |  |
| **Holding Company:** |  |
| **Main Contact Details**  *This contact will be considered a main point of contact for this company in case there are any questions specific to their organization. This contact will receive a congratulatory note if the case is a winner.* | |
| **Full Name:** |  |
| **Title:** |  |
| **Email:** |  |
| **Office Phone:** |  |
| **CONTRIBUTING COMPANY #3 (Optional)** | |
| **Company Name:** |  |
| **Country:** |  |
| **Address:** |  |
| **Company Details** | |
| **Type of Company:** | ***(Brand Identity Firm, Client/Advertiser, Data/Programmatic Company, Design Firm, Digital/Interactive Agency, Direct Marketing Agency, Event Marketing Agency,  Experiential Agency, Full-Service Ad Agency, Guerilla Agency, Production Company, Promotional Agency, Public Relations Firm, Media Agency, Media Company, Multicultural Agency, PR Agency, Research Company, Retailer, Shopper Marketing Agency)*** |
| **Company Size:** | ***(1-50 Employees, 51-200 Employees, 201-500 Employees, 500+ Employees)*** |
| **Website:** |  |
| **Network:** |  |
| **Holding Company:** |  |
| **Main Contact Details**  *This contact will be considered a main point of contact for this company in case there are any questions specific to their organization. This contact will receive a congratulatory note if the case is a winner.* | |
| **Full Name:** |  |
| **Title:** |  |
| **Email:** |  |
| **Office Phone:** |  |
| **CONTRIBUTING COMPANY #4 (Optional)** | |
| **Company Name:** |  |
| **Country:** |  |
| **Address:** |  |
| **Company Details** | |
| **Type of Company:** | ***(Brand Identity Firm, Client/Advertiser, Data/Programmatic Company, Design Firm, Digital/Interactive Agency, Direct Marketing Agency, Event Marketing Agency,  Experiential Agency, Full-Service Ad Agency, Guerilla Agency, Production Company, Promotional Agency, Public Relations Firm, Media Agency, Media Company, Multicultural Agency, PR Agency, Research Company, Retailer, Shopper Marketing Agency)*** |
| **Company Size:** | ***(1-50 Employees, 51-200 Employees, 201-500 Employees, 500+ Employees)*** |
| **Website:** |  |
| **Network:** |  |
| **Holding Company:** |  |
| **Main Contact Details**  *This contact will be considered a main point of contact for this company in case there are any questions specific to their organization. This contact will receive a congratulatory note if the case is a winner.* | |
| **Full Name:** |  |
| **Title:** |  |
| **Email:** |  |
| **Office Phone:** |  |

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| **PRIMARY INDIVIDUAL CREDITS**  *Individuals appear in the* [***Effie Winners Journal***](http://www.effiejournal.com/effieawards/2019?pg=1#pg1) *and* [***Case Database***](https://www.effie.org/cases)*.* ***Up to 10 primary credits*** *from any of the credited companies may be listed.* | |
| **INDIVIDUAL CREDIT #1** | |
| **Full Name:** |  |
| **Title:** |  |
| **Organization:** *(must be listed as a company credit above, i.e. agency, client or contributing company)* |  |
| **Email:** |  |
| **INDIVIDUAL CREDIT #2** | |
| **Full Name:** |  |
| **Title:** |  |
| **Organization:** *(must be listed as a company credit above, i.e. agency, client or contributing company)* |  |
| **Email:** |  |
| **INDIVIDUAL CREDIT #3** | |
| **Full Name:** |  |
| **Title:** |  |
| **Organization:** *(must be listed as a company credit above, i.e. agency, client or contributing company)* |  |
| **Email:** |  |
| **INDIVIDUAL CREDIT #4** | |
| **Full Name:** |  |
| **Title:** |  |
| **Organization:** *(must be listed as a company credit above, i.e. agency, client or contributing company)* |  |
| **Email:** |  |
| **INDIVIDUAL CREDIT #5** | |
| **Full Name:** |  |
| **Title:** |  |
| **Organization:** *(must be listed as a company credit above, i.e. agency, client or contributing company)* |  |
| **Email:** |  |
| **INDIVIDUAL CREDIT #6** | |
| **Full Name:** |  |
| **Title:** |  |
| **Organization:** *(must be listed as a company credit above, i.e. agency, client or contributing company)* |  |
| **Email:** |  |
| **INDIVIDUAL CREDIT #7** | |
| **Full Name:** |  |
| **Title:** |  |
| **Organization:** *(must be listed as a company credit above, i.e. agency, client or contributing company)* |  |
| **Email:** |  |
| **INDIVIDUAL CREDIT #8** | |
| **Full Name:** |  |
| **Title:** |  |
| **Organization:** *(must be listed as a company credit above, i.e. agency, client or contributing company)* |  |
| **Email:** |  |
| **INDIVIDUAL CREDIT #9** | |
| **Full Name:** |  |
| **Title:** |  |
| **Organization:** *(must be listed as a company credit above, i.e. agency, client or contributing company)* |  |
| **Email:** |  |
| **INDIVIDUAL CREDIT #10** | |
| **Full Name:** |  |
| **Title:** |  |
| **Organization:** *(must be listed as a company credit above, i.e. agency, client or contributing company)* |  |
| **Email:** |  |

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| **INDIVIDUAL CREDIT #1** | |
| **Full Name:** |  |
| **Title:** |  |
| **Organization:** *(must be listed as a company credit above, i.e. agency, client or contributing company)* |  |
| **Email:** |  |
| **INDIVIDUAL CREDIT #2** | |
| **Full Name:** |  |
| **Title:** |  |
| **Organization:** *(must be listed as a company credit above, i.e. agency, client or contributing company)* |  |
| **Email:** |  |
| **INDIVIDUAL CREDIT #3** | |
| **Full Name:** |  |
| **Title:** |  |
| **Organization:** *(must be listed as a company credit above, i.e. agency, client or contributing company)* |  |
| **Email:** |  |
| **INDIVIDUAL CREDIT #4** | |
| **Full Name:** |  |
| **Title:** |  |
| **Organization:** *(must be listed as a company credit above, i.e. agency, client or contributing company)* |  |
| **Email:** |  |
| **INDIVIDUAL CREDIT #5** | |
| **Full Name:** |  |
| **Title:** |  |
| **Organization:** *(must be listed as a company credit above, i.e. agency, client or contributing company)* |  |
| **Email:** |  |
| **INDIVIDUAL CREDIT #6** | |
| **Full Name:** |  |
| **Title:** |  |
| **Organization:** *(must be listed as a company credit above, i.e. agency, client or contributing company)* |  |
| **Email:** |  |
| **INDIVIDUAL CREDIT #7** | |
| **Full Name:** |  |
| **Title:** |  |
| **Organization:** *(must be listed as a company credit above, i.e. agency, client or contributing company)* |  |
| **Email:** |  |
| **INDIVIDUAL CREDIT #8** | |
| **Full Name:** |  |
| **Title:** |  |
| **Organization:** *(must be listed as a company credit above, i.e. agency, client or contributing company)* |  |
| **Email:** |  |
| **INDIVIDUAL CREDIT #9** | |
| **Full Name:** |  |
| **Title:** |  |
| **Organization:** *(must be listed as a company credit above, i.e. agency, client or contributing company)* |  |
| **Email:** |  |
| **INDIVIDUAL CREDIT #10** | |
| **Full Name:** |  |
| **Title:** |  |
| **Organization:** *(must be listed as a company credit above, i.e. agency, client or contributing company)* |  |
| **Email:** |  |

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