



# Authorization & Verification Form

The Authorization & Verification form must be signed off by an agency or client executive in a leadership position (e.g. CEO, CMO, Head of Account Planning, Head of Client Services, Group Account Director, etc.). Please carefully review this document in its entirety and sign the designated space at the end of the document.

The Authorization Form confirms the accuracy of entry information and authorization of submission. This form guarantees that the company and individual credits have been thoroughly reviewed by senior leadership to guarantee all integral strategic partners are credited properly for the Effie Index and awards recognition.

Entry Title:

Category:

Entry ID:

Brand Name:

Required: Submit 1 signed copy of this form (electronic signatures are not accepted). If there are any corrections needed, you will need to make these corrections and re-print the Authorization & Verification Form to be signed.

I \_\_\_\_\_, \_\_\_\_\_, \_\_\_\_\_  
 Print Name Print Title Print Company

certify on behalf of:

\_\_\_\_\_ and \_\_\_\_\_  
 Print Lead Agency(s) Print Client(s)

the following information is accurate and the policies outlined are understood and accepted:

## ACCURACY OF ENTRY INFORMATION & AUTHORIZATION OF SUBMISSION:

- The information submitted in this entry is a true and accurate portrayal of the case's objectives and results.
- The case ran between July 1, 2020 and September 30, 2021 in Pakistan. The results provided are isolated to this market(s).
- Entry constitutes permission to be included in a data set for Effie Awards research purposes that do not breach confidentiality.
- The terms and rules of the competition are agreed to.
- My effort is suited to the above-listed category and follows the guidelines/restrictions outlined within the category definition.

## ACCURACY OF COMPANY & INDIVIDUAL CREDITS:

- All agency and client names are listed properly in the credit form in accordance to company policy and precisely as the companies should be listed in the Effie Effectiveness Index® and in all forms of publicity. I understand that if this entry becomes a finalist or winner, these companies will receive credit in the Effie Index and will be publicized by Effie Worldwide/Effie Awards Pakistan.
- All integral strategic partners are credited and given the appropriate level of credit:
  - Lead Agency: The entering agency, responsible for the key components of the effort.
  - Client: The client company. Where relevant, the Client Name should be the overarching client company, which may be different from the Brand Name.

- Additional Lead Agency (if applicable-1 max): Contributed so integrally to the success of the effort that this agency should receive equal billings as the entering Lead Agency.
- Additional Client (if applicable-1 max): A second client on the effort.
- Contributing Companies (if applicable-4 max): Contributed significantly to the success of the effort. Contributing companies will receive fewer points in the Effie Index than both the Lead Agency and Additional Lead Agency (if applicable) and will be recognized as a contributor on the case.
- All credited individuals (10 max) have been checked for accuracy (confirmed level of involvement, spelling, title, etc.) and were integral to the success of the submitted effort. All individuals must be team members (current or former) of one of the credited companies listed.
- It is the responsibility of the entrant to confirm and accurately submit all agency office names, networks, holding companies, brand names, and client names. If the Effie Index team uncovers an inconsistency, it is their right to amend the credits.
- I understand only those individuals listed in the Individual Credits section will be published. I confirm that the credits submitted are accurate and complete.
- No companies and individuals integral to this submission are omitted from the credits listed.

**BY SIGNING THIS FORM, YOU ARE CONFIRMING COMPANIES AND INDIVIDUALS CREDITED ON THE CREDIT FORM ARE FINAL AND COMPLETE - ALL STRATEGIC PARTNERS ON THIS EFFORT ARE CREDITED.**

## COMPETITION TERMS & RULES

- Any material submitted in the course of entering the awards becomes the property of Effie Worldwide and the Effie Awards Pakistan and will not be returned.
- You represent and warrant that the Works submitted are original work by you and accurate and will not infringe upon the personal or proprietary rights of or give rise to any claim by any third party, including but not limited to claims based on copyright, trademark, patent, defamation, physical injury, or invasion of privacy or publicity. In addition, if any complaint or claim relating to any of the Works is made by any third party at any time, whether a formal legal complaint or otherwise, you will fully cooperate with Effie Worldwide and the Effie Awards Pakistan in responding to and defending against such complaint or claim, and you will hold Effie Worldwide and the Effie Awards Pakistan harmless from and against any such complaint or claim.
- Where required by law or contract, you will obtain releases, from all persons depicted in any of the Works. You may not agree to any restrictions, limitations or right to review requested or imposed by any persons, including models, owners of property pictured in the Works, or others. You will immediately advise Effie Worldwide and the Effie Awards Pakistan of any such request or attempted imposition. If you make any subsequent or other use of any of the Works, you are solely responsible for obtaining any necessary releases from any models, persons or owners of property pictured in the Works, and you will hold Effie Worldwide and the Effie Awards Pakistan harmless from and against any claims by any person arising from any such subsequent or other use.
- The credits you submit are considered final and will not be changed for any reason, including if agency and/or client experience a name change and/or merger after the time of entry. The information you submit may be published and/or appear on recognition certificates. Upon entering the competition, all email addresses provided will be added to the Effie Worldwide and Effie Awards Pakistan mailing list and may receive emails regarding competition news, judging events, content, etc. Individuals may opt-out of the mailing list via the unsubscribe link within any newsletter email.
- You have credited all partners who contributed to the work that is being presented in the entry.
- The decisions of Effie Awards Pakistan in all matters relating to the competition shall be final and binding.

Thank you for assisting this effort to ensure all team members are appropriately recognized.

**Authorized Signature:** \_\_\_\_\_

**Date:** \_\_\_\_\_