



checklist

The following is the material requirement to complete your submission:

ITEM	DESCRIPTION
Entry Form	To be filled ONLINE <i>note:</i> Sample Entry Forms can be downloaded from the Effie Pakistan website (www.effiepakistan.org) under 'how to enter' section.
Creative / Communication Reel	One high-quality 3-minute max. duration. For Sustained Success the max. duration to be 4-minutes. Size should not exceed 100MB. Format: WMV/MP3/MP4/MPEG
English Subtitles	Translation: All non-English commercial/creative execution should be with English subtitles.
Credit Form	Eight (8) companies and a minimum of ten (10) individuals to be credited on an entry.
Case Image of Your Work	Upload 1 high-resolution image (.jpg/.jpeg) that best represents the essence of your case. This will be used on the website, Awards Gala, media promotions and educational purpose.
Case Summary	A brief summary – 90 words – that best describes the challenge, how/why of the strategies implemented and results. Will be used on the website, Awards Gala and for media promotion.
Team Photo	A group/collage of photo of all the team members (client, agency, media agency, production team, etc.) that were an integral part of the campaign.
Authorization & Verification Forms	A declaration that the submitted information is true and accurate. It also affirms that all the parties, clients and agencies, have agreed to participate.
Payment	Check/pay the order in favor of Pakistan Advertisers Society.

! **important:** All the above is mandatory to complete your submission.