

# credit policy

Effie Pakistan recognizes the effective teamwork needed to create an effective work and therefore all partners and individual's integral to the case deserve recognition at the time of win.

AT NO TIME WILL Effie permit individual or company credits to be removed or replaced

## Company Credits

You are required to credit all creative and strategic partners who contributed to the work. Think carefully about your partners – clients, agencies of all types including full service, media, digital, production houses, PR, events, media owners, etc.

Space has been provided in the Entry Portal to credit:

- **Client companies:** 2 client companies, 1 is required.
- **Lead agency/s:** 2 lead agencies, 1 is required.  
If there are two (2) Lead Agencies, they will be regarded as a co-lead agency on the work and given equal recognition by Effie Pakistan. 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.  
Second Lead Agencies must be designated at time of entry – **you may not add or remove second lead agencies after the entry period.**
- **Contributing companies:** Up to 4 contributing companies, if any, therefore optional.

**Please ensure the spelling and format of names of other companies and individuals and their designations are correct so they receive proper credit if your efforts is a finalist or a winner.**

Entrants are required to thoroughly review company credits at time of entry, as credits cannot be removed after time of entry. Senior leadership must sign off on the credits using the **Authorization & Verification Form**.

**\*\*note:** If you are an advertiser submitting in-house work, please list your company as both the Lead Agency & Client. You may also credit any contributing companies who assisted with the effort.

## INDIVIDUAL CREDITS

Entrant may credit up to ten individuals (max.) from any of the credited companies who were integral to the success of the case. All individuals must be team members (current or former) of the credited companies. You may not credit additional companies in this section. All individuals listed will be credited in the Effie Awards Journal and in the online Case Study Database.

- If you do not use all ten spaces and want to add names after time of entry, changes will only be accepted on a case by case basis.

## CREDIT AMENDMENT POLICY

- The Client, Lead Agency and Additional Lead Agency (if applicable) are considered final at the time of entry and cannot be removed or added after the entry is finalized and accepted by Effie Worldwide.
- Additional contributing company credits and individual credits can be added after the entry is finalized only if the entry did not already credit the maximum number of contributing companies and individuals permitted. **Credit additions and amendments after time of entry require a Rs. 50,000 + tax per change and are not guaranteed. No credit edits/additions are permitted after 10<sup>th</sup> January 2024.**
- All credit requests will be reviewed and accepted at the discretion of Effie Worldwide and are not guaranteed.

# credits & the effie index

## THE EFFIE INDEX

The Effie Effectiveness Index ([effieindex.com](http://effieindex.com)), the global ranking of marketing effectiveness, uses the credits submitted at time of entry to tabulate the yearly rankings. Rankings include Marketers, Brand, Agency, Independent Agency, Network and Holding Company. Below is some guidance on how the credits lead into the rankings.

- **If your case becomes a 2024 Effie finalist or winner, the credits submitted will be used to tally the 2024 (2024+1) Effie Effectiveness Index results.** Because different point values are given to lead and contributing companies, it is critical that all brands and companies are properly credited at time of entry.
- We request that all entrants communicate with their own office and the offices of their credited partner companies to ensure all client and agency company names are credited correctly. This information should be communicated to contributing companies as well. Review [effieindex.com](http://effieindex.com) to see how your company office has been listed in recent years.

Differences as small as **punctuation** and **capitalization** could impact how your brand / company is ranked in the Index. Please ensure that all credits are submitted correctly at the time of entry. (For example, if your agency name includes the city Karachi, be consistent with the listing across all entries. Select one method and stick to it: 'Agency Karachi' vs. 'Agency – KHI' vs. 'Agency – Karachi'.)

## AGENCY OFFICIAL RANKINGS

- Agency rankings are compiled using the Agency Name, city and state as listed in the Credit Form.
- Whether or not the city/state is included in the "Agency Name" field, the Index rankings will be based off of the location of the office using the city/state fields. Effie encourages consistency year-to-year.
- The agency name submitted will also be how the effort is publicly recognized if the entry becomes a finalist or winner. If your agency office prefers to be known as "Agency Name City Name," then agency names should be listed accordingly.
- Be sure to guide all teams entering the competition within your office to list the company name in a consistent manner – this includes consistent capitalization, spacing, punctuation, abbreviations, etc. This will ensure all finalist/winning cases from your office location can easily be tabulated together.

## AGENCY NETWORK & HOLDING COMPANY RANKINGS

The way the agency name is entered in that field does not affect the Agency Network or Holding company ranking though it will be reviewed for accuracy.

# credit form

Company and individual credits may not be removed or replaced after time of entry. It is critical for your team to thoroughly review the credits before submitting.

## CLIENTS

Entrants are required to credit at least one client company. If there were two clients involved in your efforts credit the designated 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.

The client company contacts provided here will not be listed publicly.

Please note that for publicity purposes, both the Brand Name (submitted in Entry form) 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 (1 required, 2 max)

Client Company Name:	
Type of Company:	
Company Size:	
Website:	
Address:	
City:	
Country:	
<b>Main Contact</b>	
First Name:	
Last Name:	
Title:	
Phone:	
Email:	
<b>CEO/Top Marketing Executive</b>	
First Name	
Last Name:	
Title:	
Phone:	
Email:	
Client Network:	

## LEAD AGENCY

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 Effie Index. In order to be considered a second lead agency, you must certify that work done by each agency was of equal weighting and each agency deserves equal recognition.

The lead agency contacts provided here will not be listed publicly.

**Lead agencies are considered final at the 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.**

### PRIMARY AGENCY (1 required, 2 max)

Agency Name:	
Type of Company:	
Company Size:	
Website:	
Address:	
City:	
Country:	

<b>Main Contact</b>	
First Name	
Last Name:	
Title:	
Phone:	
Email:	
<b>Agency Public Relations Contact</b>	
First Name:	
Last Name:	
Title:	
Phone:	
Email:	
<b>CEO/Top Executive</b>	
First Name:	
Last Name:	
Title:	
Phone:	
Email:	
Agency Network:	
Agency Holding Company:	

**CONTRIBUTING COMPANIES**

Entrants are required to credit all key strategic partners on an effort. You may list up to four contributing companies here. Contributing companies main contacts will be contacted if your entry became a winner and will not be listed publicly.

**CONTRIBUTING AGENCY (optional, 4 max)**

Agency Name:	
Type of Company:	
Company Size:	
Website:	
Address:	
City:	
Country:	
<b>Main Contact</b>	
First Name	
Last Name:	
Title:	
Phone:	
Email:	
Agency Network:	
Agency Holding Company:	

INDIVIDUAL CREDITS

Space has been provided to credit up to ten individuals who contributed to the case. Please credit all key clients and agency team members and ensure spelling and titles are confirmed.

You may only credit one individual per line and all individuals must be team members (current or former) Of the credited companies you may not credit additional companies in this section. If you do not use all ten spaces and wish to add individual credits after time of entry, additions will only be accepted on a case by case basis. Therefore, we recommend using all ten spaces and making sure names are spelled correctly at the time of entry.

	First Name	Last Name	Title	Email	Company
1					
2					
3					
4					
5					
6					
7					
8					
9					
10					

**\*\*note:** The above individuals (10 max) are the only individuals that will be listed publicly if your case is a finalist or winner. Company contacts provided in the above company credit sections will not be listed public