



checklist

ITEM	DESCRIPTION
Entry Form	To be filled ONLINE Note: 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 (essential)	Translation: All non-English commercial/creative execution should be with English sub-titles. As Effie Pakistan have foreign jurors, creative execution without subtitles will be at a disadvantage at the scoring stage.
Credit Form	Lead Client and Agency. Min. 1 and max. 2 clients/2 lead agencies can be credited. Up to 4 Contributing Agencies. Individual Credits: Primary (max. 10) and Secondary (max. 30).
Creative Images	A minimum of 2 or a maximum of 6 images, you may wish to upload work that you'd like judges to have another look at after watching the reel. High-resolution (.jpg/.jpeg), 15MB max. Creative images will be shown publicly if your case is a finalist or winner.
Case Image	Image of the creative work that best represents the essence of your case. This will be used for publicity and promotional purposes. <u>Please do not upload a print ad of your campaign as a case image.</u> .jpg or .jpeg, high-res for printing, CMYK format, 100% of size. 15MB max.
Team Photo	A group/collage of photo of all the team members (client, agency, media agency, production team, etc.) that were integral part of the campaign. 300dpi, .jpg or .jpeg, 1,000 pixels minimum wide or tall, 15MB max.

<p>Client & Agency Logos</p>	<p>Company logos are required for all lead agencies and clients credited on the case. .eps or .ai format. 2 logos required. 3-4 logos if an additional lead agency or second client is credited.</p>
<p>Authorization & Verification Forms</p>	<p>A declaration that the submitted information is a true and accurate. It also affirms that all the parties, clients and agencies, have agreed to participate. Signed off by senior leadership of an agency or client company.</p>
<p>Public Case Summary</p>	<p>In 90 words, provide a summary of your case with no confidential information included. This will be used for publicity and promotional purposes.</p>
<p>Statement of Effectiveness</p>	<p>In 15 words or less, provide a statement that exemplifies the results of the case, ensuring no confidential information is included. To be used in public domain.</p>
<p>Payment</p>	<p>Check/pay order in favour of Pakistan Advertisers Society.</p>

All the above is mandatory to complete your submission.