



reasons for disqualification

- 1. AGENCY NAMES/LOGOS** published in the entry form or in the creative materials. Effie is an agency-blind competition; no agency names should be included in the materials that judges will review (entry form, media addendum, creative reel, creative images).
- 2. INCLUDING RESULTS ON THE CREATIVE REEL.** Refer to the Creative Reel instructions in this document for full details. The reel is simply meant to showcase the work as it ran in the marketplace.
- 3. FAILING TO ADHERE TO THE EFFIE ELIGIBILITY RULES.** Data presented must be isolated to Pakistan. The Effie eligibility period is **1st July 2023 – 30th September 2024**. The results the judges are evaluating must be within this period, but data prior to the eligibility period may be included for context. No results after the qualifying period may be included.
- 4. FAILING TO FOLLOW THE FORMATTING REQUIREMENTS:**
 - Color may only be used in charts and graphs in the entry form. All written answers must be in black font. No screen grabs or other images of your creative elements in your entry form. These should go on your creative reel or the creative images for judging. Do not include any other graphics or pictorial elements in your written entry form (unless they are part of a chart/graph).
 - Do not include competitor logos or work. Competitor logos and creative work may not be included anywhere in your entry form or creative reel.
 - Answer all questions. If a question is not applicable, you must state this directly under the question. You may not leave any question blank.
 - Adhere to any/all page and/or word limit rules. You may not include an appendix. If your case requires the addition of a Translation, these materials can be added in the sections available, though your answers to the Executive Summary & sections 1-4 must fall within the limits.