



credit policy

Effie recognizes the effective teamwork needed to create an effective case. You are required to credit all creative and strategic partners who contributed to the effort.

Think carefully about your partners – clients; agencies of all types including full service, media, digital, promo, PR, events, media owners; etc.

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

COMPANY CREDITS

Space has been provided in the Entry Portal to credit:

- Lead Client: A maximum of two (2) clients, 1 required.
- Lead Agencies: A maximum of two (2) lead agencies, 1 required.
You may credit a second Lead Agency, and they will be given equal recognition. 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 Agencies (optional): A maximum of four (4), if any.

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.

Please confirm the spelling and formatting of other company names to ensure they will receive proper credit in the Effie Index and in all forms of publicity if your effort is a finalist or winner.

INDIVIDUAL CREDITS

Primary Individual Credits (10 max.): Entrants may credit up to ten individuals from any of the credited companies who were integral to the success of the case. Individuals will be listed on the Effie Pakistan website.

Secondary Individual Credits (30 max.): Entrants may credit up to thirty additional individuals from any of the credited companies and these individuals will receive recognition on the Effie Pakistan website.

CREDIT AMENDMENT POLICY

- The credits you submit will be treated as final and may be published or printed on recognition materials, including certificates.
- Requests for any additions, must be submitted within 7 working days of the shortlist being published. After this period, no modifications will be accepted under any circumstances, including changes due to agency/client name updates or mergers. Effie Pakistan reserves the right to request justification for any proposed edits.
- Credit additions require a Rs. 50,000 + Tax per change.
- All credit requests will be reviewed and accepted at the discretion of Effie Pakistan and are not guaranteed.
- Effie Pakistan and/or PAS bear no responsibility for any misattribution of credits, including but not limited to lead agency, contributing agency, or individual recognitions. It is the sole responsibility of the entrants and their clients to ensure that all organizations and individuals are accurately and appropriately credited for their contributions to a campaign. Under no circumstances shall Effie Pakistan and/or PAS be held legally liable for any such inaccuracies or omissions.

entrant contacts

Effie collects contact information at each credited company. All contacts, except the CEO/Top Marketing Executive Contacts, may be added to Effie's mailing lists, which can be unsubscribed from at any time. Contacts may be considered for an Effie jury. Individuals may be contacted about the submission at any time – the below explanations are examples of the most common reasons for contacting an individual; however, this is not an exclusive list.

These contacts will not be listed publicly. Only those listed in the Individual Credits will be public if the case is a finalist or winner.

ENTRANT

The Entrant Contact is the person whose account the entry is submitted under. The entrant contact is the primary contact for all entry notifications: submission confirmation, payment, revision requests/DQ issues, finalist & winner notifications, insight guides, etc. If you need to transfer an entry to a different person, please email entries@effie.org.

CLIENT COMPANY

CLIENT MAIN CONTACT

This contact will be sent a congratulatory note, along with key information about celebrating their success, if the case is a winner. Effie may also reach out to this contact if there are any questions regarding their company, the provided credits, or other entry issues that require client involvement. If Effie cannot reach the entrant or Lead Agency contacts, Effie may reach out to this person.

CLIENT CEO/TOP MARKETING EXECUTIVE:

This contact will be sent a congratulatory note if the case is a winner.

LEAD AGENCY

LEAD AGENCY MAIN CONTACT:

This contact will be sent a congratulatory note, along with key information about celebrating their success, if the case is a winner. This is a secondary contact on the entry - if Effie cannot reach the entrant, Effie will reach out to this contact.

LEAD AGENCY PUBLIC RELATIONS CONTACT:

This contact will be sent a congratulatory note, along with key information about celebrating their success, if the case is a winner. They may also be contacted regarding any PR/publicity opportunities for the agency or if Effie cannot reach the Entrant/Lead Agency Main Contact.

LEAD AGENCY CEO:

This contact will be sent a congratulatory note if the case is a winner.

CONTRIBUTING COMPANY CONTACTS

CONTRIBUTING COMPANY MAIN CONTACT:

This contact will be sent a congratulatory note, along with key information on celebrating their success, if the case is a winner. Effie may also reach out to this contact if there are any questions regarding their company.

credits & the effie index

THE EFFIE INDEX

The Effie Index (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.



The local program ranking differs notably from the Effie Index, as it reflects only the finalists and winners of a specific Effie program, whereas the Global Effie Index is a cumulative ranking based on points earned across all Effie programs worldwide.



If your case becomes a 2026 Effie finalist or winner, the submitted credits will be used to tally the Effie 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 corporate/communications office and the offices of their credited partner companies and/or PR departments to ensure all client and agency company names are credited correctly. This information should be communicated to contributing companies as well. Review [the 2025 NA Rankings](#) to see how your company office was listed last year.

AGENCY RANKINGS



Agency office rankings are compiled using the Agency Name, city and state as listed on the Credits Tab of the Entry Portal. 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.



Be sure to guide all teams entering in 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



Agency networks and holding companies are selected via a drop down in the Entry Portal.



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