



data sourcing

All data, claims, facts, etc. included anywhere in the entry form must include a specific, verifiable source. Entries that do not source data will be at a disadvantage at the scoring stage.

In the entry portal, the entry form has a SOURCING box provided at the bottom of each scoring section for all references/footnotes. This allows entrants to provide sourcing affecting word limit restrictions.

1. When submitting your responses to questions 1-4, you must provide a source for all data and facts. At the end of a sentence that requires a source, use the SUPERScript feature to number your sources.
2. In the Sourcing box, numerically list your citations.

SUGGESTED SOURCING LAYOUT

Source of Data/Research, Research/Data Type, Dates Covered.

ADDITIONAL GUIDANCE

- Because of Effie's specific eligibility time period, entrants are required to include the dates covered for all results data presented in your case.
- Judges are not permitted to visit external websites. If citing a website, please list out the website name, article name (if applicable), and any other relevant citation information, as judges are not able to click on links during the judging process.
- All data must be included in your response to questions 1-4. Entrants may not add additional information or explanations in the sourcing section. The sourcing sections may only be used to provide citations.
- Use the specific name of the company to reference a source except when the source is an agency (ad, media, or other) because Effie is an agency-blind competition.

This applies to all agencies, not limited to the entering agency. For increased specificity, entrants are encouraged to list the type of agency when applicable, such as PR Agency Research, Media Agency Research, Third Party Agency Research, etc. As with all other sourcing, include any other relevant citation information (type of research/data, dates covered, etc.). **Research Companies should be cited by name.**

- Judges encourage third-party data when available.
- The Effie Awards reserves the right to check all sources provided for accuracy.
- effie reminder: When citing data, do not list any agency names. Data provided anywhere in the entry form must be sourced.