

Entry ID

Entry Name

Brand Name **Category Entered**

CONTACTS – EXPLAINED

Effie collects a number of different contacts to ensure pertinent information can be shared with key parties. An explanation of Effie's contacts is provided below. All contacts, except the CEO/Top Marketing Executive Contacts, maybe added to Effie's mailing lists, which can be unsubscribed from at any time. 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.

Entry Contacts will not be listed publicly. Only the individuals listed in the Individual Credits section will be public.

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.

Lead Agency Contacts

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 PR CONTACT

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

LEAD AGENCY CEO/TOP MARKETING CONTACT

This contact will be sent a congratulatory note if the case is a winner. This contact will not be added to Effie's mailing lists; however, they may be sent a judging invitation if they are selected for an Effie Awards Jury.

Client Contacts

CLIENT MAIN CONTACT

This contact will be sent a congratulatory note 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. This is considered a secondary contact on the entry - if Effie cannot reach the entrant or Lead Agency contact, Effie may reach out to this person.

CLIENT CEO/TOP MARKETING CONTACT

This contact will be sent a congratulatory note if the case is a winner. This contact will not be added to Effie's mailing lists; however, they may be sent a judging invitation if they are selected for an Effie Awards Jury.

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.

LEAD AGENCY(S)

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 the Effie Index. 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.

The Lead Agency contacts provided here will not be listed publicly.

Lead agencies are considered final at 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.

LEAD AGENCY(S)

Company contacts (main contact, PR contact, CEO) will not be made public.

If you are an advertiser submitting in-house work, please list your company as both the Lead Agency & Client.

If you are submitting work for a company that pre-fills but in a country that is not appearing on the list, add two spaces after your company name and the system will allow you to enter a new country for that company.

CLIENT(S)

Entrants are required to credit at least one client company. If there were two clients involved in your effort, credit the second client in the designated space below. Both clients will receive equal recognition in all publicity and in the EffieIndex 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 (as entered on the Entry Details tab) and the Client Company (listed below) are recognized. If your brand has an overarching parent company, please input the clientcompany here (vs. the brand).

CLIENT(S)

Contacts will not be listed publicly.

If you are submitting work for a company that pre-fills but in a country that is not appearing on the list, add twospaces after your company name and the system will allow you to enter a new country for that 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 Company Main Contacts will be contacted if your entry becomes a winner & will not be listed publicly.

CONTRIBUTING AGENCY(S)

Integral partners on the effort are required to be credited.

You may credit up to four contributing companies.

Contacts will not be listed publicly.

If you are submitting work for a company that pre-fills but in a country that is not

appearing on the list, add
twospaces after your
company
name and the system will
allow you to enter a new
country for that company.

INDIVIDUAL CREDITS

Space has been provided to credit up to ten primary individuals and thirty secondary individuals who contributed to the case. Please credit all key client and agency team members and ensure spelling & 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.

Primary Individual Credits

Individuals appear where space is limited and in the [Case Study Database](#).

Secondary Individual Credits

Individuals only appear in the [Case Study Database](#) and do not appear elsewhere.

Adding/Editing Credits

If you do not use all credit 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 spaces and making sure names are spelled correctly at time of entry.

Effie's policy is to honor those credited at time of entry if the case is a finalist or winner. Therefore, credits may not be removed or replaced after the entry has been submitted.

Please Note: The below individuals 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 publicly.

PRIMARY INDIVIDUAL CREDITS

Up to 10 primary credits from
any of the credited
companies.

Individuals will be
recognized where space is
limited and in the Case
Study Database.

Only one individual may
be listed for each credit.

All individuals credited must
be current or former team
members of the credited

companies listed above.
The system will not allow
users to type in non-
credited
companies in the company
name box.

SECONDARY INDIVIDUAL CREDITS

An additional thirty credits
may be provided for
publication on the [Case
Study Database](#).

Only one individual may
be listed for each credit.

All individuals credited must
be current or former team
members of the credited
companies listed above.
The system will not allow
users to type in non-
credited
companies in the company
name box.

PUBLICATION PERMISSION: WRITTEN CASE

- Publish My Written Case
As It Was Submitted
- Publish My Written Case
As An Edited Version

Ola

Signature of Agency Company Officer:

Authorized Signature:

Name: -----

Title: -----

Company: -----

Date: -----

Signature of Client Company Officer:

Authorized Signature:

Name: -----

Title: -----

Company: -----

Date: -----

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With Print Set Authorization & Verification Form

PDF Fingerprint 58c2a7b013cefef519bf1a4ec9405263