



## ACCURACY OF COMPANY & INDIVIDUAL CREDITS:

- All agency and client names are listed properly in the credit form in accordance to company policy and precisely as the companies should be listed in the Effie Index® and in all forms of publicity. I understand that if this entry becomes a finalist or winner, these companies will receive credit in the Effie Index and will be publicized by Effie Worldwide any relevant partners.
- All integral strategic partners are credited and given the appropriate level of credit:
  - **Lead Agency:** The entering agency, responsible for the key components of the effort.
  - **Client:** The client company. Where relevant, the Client Name should be the overarching client company, which may be different from the Brand Name.
  - **Additional Lead Agency (if applicable-1 max):** Contributed so integrally to the success of the effort that this agency should receive equal billings as the entering Lead Agency.
  - **Additional Client (if applicable-1 max):** A second client on the effort.
  - **Contributing Companies (if applicable-4 max):** Contributed significantly to the success of the effort. Contributing companies will receive fewer points in the Effie Index than both the Lead Agency and Additional Lead Agency (if applicable) and will be recognized as a contributor on the case.
- All credited individuals (10 max) have been checked for accuracy (confirmed level of involvement, spelling, title, etc.) and were integral to the success of the submitted effort. All individuals must be team members (current or former) of one of the credited companies listed.
- It is the responsibility of the entrant to confirm and accurately submit all agency office names, networks, holding companies, brand names, and client names. If the Effie Index team uncovers an inconsistency, it is their right to amend the credits.
- I understand only those individuals listed in the Individual Credits section will be published. I confirm that the credits submitted are accurate and complete.
- No companies and individuals integral to this submission are omitted from the credits listed.

**BY SIGNING THIS FORM, YOU ARE CONFIRMING COMPANIES AND INDIVIDUALS CREDITED ON THE CREDIT FORM ARE FINAL AND COMPLETE - ALL STRATEGIC PARTNERS ON THIS EFFORT ARE CREDITED.**

### CREDIT AMENDMENT POLICY:

Company and individual credits cannot be removed nor replaced after time of entry.

The Lead Agency and Additional Lead Agency (if applicable) are considered final at the time of entry and cannot be removed or added after the entry is submitted and accepted by Effie Worldwide.

Additional contributing company credits and individual credits can be added after the entry is finalized and accepted by Effie Worldwide only if the entry did not already credit the maximum number of contributing companies and individuals permitted. Credit additions require a R2000.00 fee per change and are not permitted after 13 June 2023.

Alterations to the spelling/formatting of existing company and individual credits must be submitted by 13 June 2023 and require a R2000.00 fee.

All contributing company and individual credit additions or amendments must be submitted by no later than 13 June 2023 and are subject to a R2000.00 fee per change. No individual or contributing company credit additions will be accepted after 13 June 2023.

All credit requests will be reviewed and accepted at the discretion of Effie Worldwide and are not guaranteed.

## **PUBLICATION OF YOUR WRITTEN CASE:**

Effie Worldwide is a 501(c)(3) non-profit organization that stands for effectiveness in marketing, spotlighting marketing ideas that work and encouraging thoughtful dialogue about the drivers of marketing effectiveness. In order to help fulfill this mission and provide learning to the industry, Effie relies on entrants' willingness to share their finalist and winning case studies with the industry.

### **BY PROVIDING PERMISSION TO PUBLISH YOUR WRITTEN CASE, YOU ARE:**

#### **1. BETTERING THE INDUSTRY.**

By allowing other marketers to learn from your success, you are inspiring the industry to raise the bar and make their marketing better.

#### **2. BETTERING THE FUTURE LEADERS OF OUR INDUSTRY.**

Colleges and universities use Effie case studies in their courses, and Collegiate Effie participants learn how to write their own effective submissions by learning from yours.

#### **3. SHOWCASING YOUR TEAM'S SUCCESS IN ACHIEVING ONE OF THE TOP MARKETING HONORS OF THE YEAR.**

Effie wins help attract new talent, prove the importance of marketing in business, and strengthen agency-client relationships.

### **IN THE SPIRIT OF LEARNING THAT EFFIE REPRESENTS, WE ENCOURAGE YOU TO SHARE YOUR CASE STUDIES SO THAT WE MAY MAKE MARKETING BETTER.**

The Effie Awards entry and judging processes are designed to help all entrants present their work effectively while ensuring the confidentiality of classified information. We respect that entries may have information deemed confidential. Below, entrants may select their publication permission settings for the written case, should the entry become a finalist or winner: Publish As-Submitted or Publish an Edited Version. Entries that do not become finalists or winners will never be made public.

Please Note: Publication permission settings only apply to the written case. Publicity materials, including the public case summary and statement of effectiveness, and the creative reel must be submitted without

confidential information. Creative materials will be published if your effort is a finalist or winner. See a full outline of Effie's **Publication & Confidentiality Policies** for full details.

#### PUBLICATION PERMISSION: WRITTEN CASE

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

#### COMPETITION TERMS & RULES

- Any material submitted in the course of entering the awards becomes the property of Effie Worldwide and the Effie Awards and will not be returned.
- You represent and warrant that the Works submitted are original work by you and accurate and will not infringe upon the personal or proprietary rights of or give rise to any claim by any third party, including but not limited to claims based on copyright, trademark, patent, defamation, physical injury, or invasion of privacy or publicity. In addition, if any complaint or claim relating to any of the Works is made by any third party at any time, whether a formal legal complaint or otherwise, you will fully cooperate with Effie Worldwide and the Effie Awards in responding to and defending against such complaint or claim, and you will hold Effie Worldwide and the Effie Awards harmless from and against any such complaint or claim.
- Where required by law or contract, you will obtain releases, from all persons depicted in any of the Works. You may not agree to any restrictions, limitations or right to review requested or imposed by any persons, including models, owners of property pictured in the Works, or others. You will immediately advise Effie Worldwide and the Effie Awards of any such request or attempted imposition. If you make any subsequent or other use of any of the Works, you are solely responsible for obtaining any necessary releases from any models, persons or owners of property pictured in the Works, and you will hold Effie Worldwide and the Effie Awards harmless from and against any claims by any person arising from any such subsequent or other use.
- The credits you submit are considered final and will not be changed for any reason, including if agency and/or client experience a name change and/or merger after the time of entry. The information you submit may be published and/or appear on recognition certificates. Upon entering the competition, all email addresses provided will be added to the Effie Worldwide mailing list and may receive emails regarding competition news, judging events, content, etc. Individuals may opt-out of the mailing list via the unsubscribe link within any newsletter email.
- You have credited all partners who contributed to the work that is being presented in the entry.
- The decisions of Effie Worldwide in all matters relating to the competition shall be final and binding.

Thank you for assisting this effort to ensure all team members are appropriately recognized.

**PLEASE CAREFULLY REVIEW THE COMPANY & INDIVIDUAL CREDITS. BY SIGNING THIS FORM, YOU ARE CONFIRMING COMPANY AND INDIVIDUAL CREDITS ARE FINAL AND COMPLETE – ALL STRATEGIC PARTNERS ON THIS EFFORT ARE CREDITED.**

**Authorized Signature:** \_\_\_\_\_

**Date:** \_\_\_\_\_