

Celebrating Effective Work

Confidentiality & Publication Policies

Effie Worldwide is a 501(c)(3) non-profit organization that stands for effectiveness in marketing communications, 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.

The Effie Awards entry and judging process is designed to help all entrants present their work effectively, while ensuring the confidentiality of classified information.

To help alleviate confidentiality concerns, the following pages outline Effie's policies on confidentiality and the publication of submissions. Entrants are encouraged to reach out to Effie HQ with any questions or concerns regarding our confidentiality policies.

This document covers:

- 📌 **Written Entry Form**

- 📌 Publication Permission Options
 - 📌 Addressing Confidentiality Concerns in the Written Case
 - 📌 Judging
 - 📌 Indexing Data

- 📌 **Creative Materials**

- 📌 Addressing Confidentiality Concerns in the Creative Reel
 - 📌 Addressing Confidentiality Concerns in the Case Summary & Statement of Effectiveness

- 📌 **Additional Points**

Entrants are encouraged to reach out to Effie HQ with any questions or concerns regarding our confidentiality policies. Please outline your questions and email Steph Jones (steph@effie.org).

Publication of Your Entry

Written Entry Form

The North American Effie Awards offers finalists and winners the opportunity to have written cases published in the Effie Case Database, in turn helping inspire the industry and do their part to Make Marketing Better. Entrants who give permission to publish their written case may have their entry featured on the Effie Worldwide web site or Effie partner web sites or publications.

In the spirit of learning that Effie represents, we encourage you to share your case studies so that we may Make Marketing Better.

We respect that entries may have information deemed confidential. Within the **online Entry Portal**, entrants are asked whether or not publishing permission is granted for the written entry. Entrants may select from the following options:

- 👉 **"YES"** – You agree that the written entry form may be published as it was submitted and reproduced or displayed for educational purposes.
- 👉 **"YES - EDITED VERSION OF YOUR WRITTEN CASE"** – You agree to submit an edited version of your case study for publication which will be reproduced or displayed for educational purposes. You may redact any confidential information.
- 👉 **"UNDER REVIEW"** – If your case becomes a finalist, Effie will reach out to your team to further discuss the publication options for your case.

The written case is the only portion of the entry that should contain confidential information. For that reason, the written case is the only portion of the entry that is included in the above publication permission policy. The creative work (reel, images), public case summary, and statement of effectiveness need not include confidential information and will be showcased in various ways if your entry becomes a finalist or winner.

Work submitted must be original or you must have received rights to submit it.

Addressing Confidentiality Concerns

Judging

All judging is done in secure locations led by Effie moderators and judges are required to sign confidentiality agreements before judging begins. Judges cannot remove materials from the judging session and are individually matched with entries and categories that do not pose a conflict of interest. For example, a judge from the Beverages industry will not judge the Beverages category.

Indexing Data

While judging is confidential and entrants may select publication permissions for their written case, Effie understands some entrants may still have concerns regarding sensitive information. When presenting numerical data within the entry, entrants may choose to provide those numbers as percentages or indexes, so that actual numbers are withheld. Additionally, unless the entrant opts to allow Effie to publish the entry as it was submitted if it becomes a finalist or winner, only judges will see the written entry as it was submitted.

Creative Work & Materials for Publicity

The creative material and case summary you submit into the competition become the property of Effie Worldwide and the Effie Awards and will not be returned. By entering your work in the competition, the Effie Awards/Effie Worldwide is automatically granted the right to make copies, reproduce and display the creative materials, case summaries, and statements of effectiveness within the context of your Effie entry for education and publicity purposes.

Creative work, case summaries, and the statement of effectiveness may be featured in the Effie Awards Journal, *Effie Worldwide's website*, partner websites, press releases/newsletters, programming/conferences and the Effie Awards Gala.

Creative material submitted to the Effie Awards includes your 4-minute creative reel, all .jpg images and hard copy examples of the work.

In regards to confidentiality concerns in the Creative Reel:

- Per entry rules, results (of any kind) may not be included in the creative reel.
- Entrants are only required to showcase examples of the integral creative work that ran in the marketplace. Confidential information should not be featured in the creative reel.

Entrants must have the rights to show all elements presented in the creative reel. Because Effie is a 501(c)(3) non-profit organization with the mission of providing learning to the industry, **Effie has not encountered issues with talent featured in the creative that ran in the marketplace.** The focus of the reel should be on this creative work – entrants should obtain the rights to feature any supplemental elements (music that did not run with the creative in-market, added stock imagery not used in-market, etc.).

In extraordinary circumstances, Effie will review requests to submit an edited video for publication. Such requests should be submitted if the case becomes a finalist, as non-finalist creative reels are only seen by judges and will not be published.

Publicity Materials:

Entrants are asked to provide images (company logos, team photos, images of the work) and written summaries for publicity purposes. These materials should be provided with publication in mind. The case summary is your 90-word public summary and 80-character statement of effectiveness of your case. Entrants should not include confidential information in these elements.

Additional Points

This year's eligibility time period is September 1, 2016 – August 31, 2017 (Seasonal Marketing category: 10/1/16-9/30/17) and the awards will be presented in May 2018. For some companies, this delay may alleviate some concerns regarding sensitive data.

Companies across the full spectrum – from large to small and across all industry sectors enter the Effie Awards. The Effie Award's confidentiality policy, the ability to index data, the ability to set publication permissions, etc. are all established to ensure that any company can enter their effective work without hesitation.

We recommend nominating your client and agency team members for judging. Participating as a judge is one of the most valuable ways to learn about the award, understand how judging works, and experience our security and confidentiality rules firsthand. To nominate a judge, please complete our [Judge Application Form](#).

Effie Board, Executive Staff, and Committee members are senior, well-respected professionals in the industry on both the client and agency side. If you are interested, we would be happy to set up a time for them to talk to you about confidentiality during judging; how to involve key team members in the judging process; and how you can submit indexed data. If you would like to have a further discussion about confidentiality, please contact Steph Jones at steph@effie.org



effie tip: Most entrants find that indexing data in the written case works well for their teams. Make sure your entry provides category context and pre / post context to enable judges to evaluate it effectively. If you have questions, Effie would be glad to answer them.