

APAC EFFIE 2020 – REASONS FOR DISQUALIFICATION

1. Results not referenced.

All data, claims, facts, etc. presented anywhere in the Entry Form must reference a specific, verifiable source. (For more details, refer to Page 5 of the Judging Guide for the Sourcing guidelines).

2. Agency names/logos published in the Entry Form and/or Creative Materials.

Effie Awards is an agency-blind competition. Agency names and logos must NOT be cited in the Entry Form, Media Addendum or Creative Materials.

3. Including results or competitive work on their Creative Materials.

Entrants are not allowed to include results of any kind, or competitive work in the Creative Materials. Entrants may include a 'closure' statement at the end of the video, however they may not include any numbers stated directly or implied.

4. Failure to adhere to the Effie Eligibility Rules

Only cases that have ran in the Asia Pacific region during the qualifying period (QP): 1 July 2018 to 31 August 2019 may enter in the competition.

The data presented must be isolated to the market(s) in which it was entered. **It is fine for the work to have started running before or continue running after this period, but the results that judges are evaluating must be within the QP.** Data prior to the QP may also be included for context, and must be indicated clearly.

5. Failure to follow the Formatting Requirements.

- Links are not permitted in the Entry Form or Creative Materials.
- Competitor logos and creative work should NOT be included anywhere in the Creative Materials.
- Any other graphics or pictorial elements such as screen grabs and images of the creative work, and/or social media comments should NOT be included anywhere in the Entry Form.

In general, entrants should use the space intended for Charts & Graphs for the intended purpose. The space should not be used in any way that give entrants an unfair advantage in terms of word count or presentation of their creative work. Examples include using the space to showcase social media comments, creative work or a statement that could be written into the entry form etc. are not allowed.

6. Missing Translation

All entries with non-English creative materials must include a translation page (subtitles within the creative video are also acceptable).