

## REASONS FOR DISQUALIFICATION

### 1. Results not referenced.

All data, claims, facts, etc. presented anywhere in the Entry Form must reference a specific, verifiable source. This could be advertiser data, agency research or third party research companies. It is fine to cite 'Agency Research' without specifically naming the Agency.

### 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 2017 to 30 September 2018 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 be included for context, and must be indicated clearly.

### 5. Failure to follow the Formatting Requirements.

Entrants may NOT include competitor's logos, agency logos and their creative work anywhere in the entry form or creative materials.

Logos of the entering brand/client may be included in the entry form, however all other logos are not permitted.

Screen grabs and images of the creative work should only appear in the Creative Materials. Entrants should NOT include them or any other graphics or pictorial elements in their written Entry Form.

In general, entrants should use the space intended for Charts & Graphs for this purpose. The space for Charts & Graphs should not give entrants an unfair advantage in terms of word count or presentation of their creative work. (e.g. Using the space to showcase social media comments, their creative work or a statement that could be written into the entry form etc.)

### 6. Missing Translation

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