

- My effort is suited to the above-listed category and follows the guidelines/restrictions outlined within the category definition.

ACCURACY OF COMPANY & INDIVIDUAL CREDITS:

- All agency and client names are listed properly in accordance to company policy and precisely as the companies should be listed in the Effie Effectiveness 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/Effie Awards and 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 primary credits max, 10 secondary credits 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.

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.

PLEASE CAREFULLY REVIEW THE BELOW 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.

CONTACTS - EXPLAINED

Effie collects a number of different contacts to ensure pertinent information can be shared with key parties. Effie will publicly celebrate all credited companies & individuals if your case becomes a finalist or winner. For all credits, please use the company's public name, not legal.

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(s)

Company contacts 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)

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 two spaces after your company name and the system will allow you to enter a new country for that company.

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 two spaces after your company name and the system will allow you to enter a new country for that company.

Primary Individual Credits

Up to 10 primary credits from any of the credited companies. 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 ten credits may be provided for publication. The Effie team will promote the secondary credits only on those materials where space allows it.

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.

Authorized Signature: _____

Date: _____

Printed 2020-08-21 17:46:18 +0000

With Print Set ENTRANT RECORDS - Authorization & Verification Form