

E-957-712

TestTest

Brand Name	Category Entered
Test 1	Beverages - Non-Alcohol

EFFIE AWARDS: AUTHORIZATION & VERIFICATION FORM

AFTER ADDING THE INFORMATION IN ALL THE CREDIT FIELDS BELOW, THIS AUTHORIZATION & VERIFICATION FORM WILL BE READY FOR DOWNLOAD IN THE DEDICATED TAB, FURTHER IN THIS ENTRY FORM. HERE YOU CAN SEE ALL THE INFORMATION REQUIRED FOR THE FORM TO BE GENERATED,

Required: Upload 1 signed copy of this form (digital signatures are also accepted). All Company/Individual Credits & Publication Permission must be completed before printing and signing this form.

The Authorization & Verification form must be signed off by an agency **or** client executive in a departmental or account leadership position (e.g. Head of Account Planning, Head of Client Services, Group Account Director, etc.). Please carefully review this document in its entirety and sign the designated space at the end of the document.

I

(Name) (Title) (Company)

certify on behalf of:

_____ and
(Lead Agency(s))

(Client(s))

the following information is accurate and the policies outlined are understood and accepted:

ACCURACY OF ENTRY INFORMATION & AUTHORIZATION OF SUBMISSION:

- The information submitted in this entry is a true and accurate portrayal of the case's objectives and results.
- The case ran in Romania between January 1st – December 31st, 2023 (for Sustained Success: results date back to January 2021 and include the current year results – 2023)
- Entry constitutes permission to be included in a data set for Effie Awards research purposes that do not breach confidentiality.
- The terms and rules of the competition, as outlined on the Permissions & Authorization tab of the online entry area, are agreed to.
- 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, 30 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 primary contact for all entry notifications: submission confirmation, payment, revision requests/DQ issues, finalist & winner notifications, insight guides, etc.

LEAD AGENCY(S)

Entrants have the option to credit a **maximum of two lead agencies** (one required). If you credit a second lead agency, both agencies will be given equal recognition by Effie Worldwide in both publicity materials and the **Effie Index**. In order to be considered a second lead agency, you must certify that the work done by each agency was of equal weighting and each agency deserves equal recognition.

Lead agencies are considered final at time of entry and cannot be changed after time of entry. You may not add or remove a second lead agency after time of entry.

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.

Loren Agency Test

Romania

Company Type.

[Agency: Guerrilla](#)

Company Size

[1-50 employees](#)

Website

<http://loren-test.ro>

Loren test, Test, 0000, Romania

CEO/Top Executive

[Loren Loren \(loren@lorentest.ro\)](mailto:Loren Loren (loren@lorentest.ro))

CEO

0700078

Main Contact

[Loren Loren \(loren@lorentest.ro\)](mailto:Loren Loren (loren@lorentest.ro))

Main Contact

0700078

Agency Public Relations Contact

[Office Loren \(office@lorentest.ro\)](mailto:Office Loren (office@lorentest.ro))

PR

098756989

Independent

Independent

CLIENT(S)

Entrants are required to credit at least one client company. If there were two clients involved in your effort, credit the second client in the designated space below. Both clients will receive equal recognition in all publicity and in the Effie Index if your case is a finalist or winner.

The Client Company contacts provided here will not be listed publicly.

Please note that for publicity purposes, both the Brand Name (as entered on the Entry Details tab) and the Client Company (listed below) are recognized. If your brand has an overarching parent company, please input the client company here (vs. the brand).

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.

Loren Test 2

Romania

Company Type.

[Brand / Client](#)

Company Size

[1-50 employees](#)

Website

<http://loren-test-client.ro>

Loren Test2, Test, 00000, Romania

Main Contact

[Loren Loren \(Lorencompany@lorentest.ro\)](mailto:Loren Loren (Lorencompany@lorentest.ro))

Main Contact

0000000

CEO/Top Marketing Executive

[Loren Test \(Lorentestcompany@company.ro\)](mailto:Loren Test (Lorentestcompany@company.ro))

CEO

09876432

CONTRIBUTING COMPANIES

Entrants are required to credit all key strategic partners on an effort. You may list up to four contributing companies.

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.

INDIVIDUAL CREDITS

Each entry may credit up to ten primary individuals and ten secondary individuals who contributed to the case. These individuals must be current or former team members of the credited companies. The Effie team will promote the secondary credits only on those materials where space allows it.

Effie's policy is to honor those credited at the time of entry if the case is a finalist or winner. Therefore, you may not remove or replace individual credits after the entry has been submitted.

Company contacts provided in the above company credit sections will not be listed publicly.

Primary Individual Credits

Individuals appear in the **Case Database**.

Credits must be current or former team members of the credited companies.

Maximum of 10

Primary Credits.

Secondary Individual Credits

Individuals only appear on the **Case Database**

and do not appear elsewhere. Credits

must be current or former team members of the credited

companies. Up to 30 secondary credits may

be listed (from the companies listed

above or others – for former team members,

write “former team member” in the

“Organization” field –

the Effie Team will only credit the name for

these specific cases).

The Effie team will

promote the

secondary credits only

on those materials

where space allows it.

PUBLICATION OF YOUR CASE

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.

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 Confidentiality & Publication Policies in the Entry Kit.

Publication Permission: Written Case

- Publish My Case As

It Was Submitted.

Publish The Written Case As It Was Submitted

- Publish My Case As
An Edited Version.

Authorized signature

COMPETITION RULES & REGULATIONS

Competition Rules & Regulations

Legal

Printed 2024-02-08 14:22:10 +0000

With Print Set ENTRANT RECORDS - Authorization & Verification Form

PDF Fingerprint 079df44db2d9f11236f7bf1cb6c1677f