

# E-473-527

## TestEntry

**Brand Name**    **Category Entered**

test                      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))

\_\_\_\_\_ and  
(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 1<sup>st</sup> – December 31<sup>st</sup>, 2021 (for Sustained Success: results date back to January 2019 and include the current year results – 2021)
- 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, 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 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.

The Lead Agency contacts provided here will not be listed publicly.

**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.

## 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.

# CONTRIBUTING COMPANIES

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

## 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

Up to 10 primary 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). Only one individual may be listed for each credit.

## SECONDARY INDIVIDUAL CREDITS

Up to 10 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: If you select this option, you agree that the written entry form may be published, reproduced and displayed for educational purposes as it was submitted, so that you may play your part in Making Marketing Better**

**- Publish My Case As An Edited Version: If you select this option, an edited version of your case study will be**

published, reproduced,  
and/or displayed for  
educational purposes. This  
option will allow you to  
play your part in Making  
Marketing Better without  
breaking confidentiality  
arrangements.

## AUTHORIZATION & VERIFICATION FORM

**NOTE: You may only generate this form once you have completed all COMPANY and INDIVIDUAL credits.**

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.). This document must be carefully reviewed in its entirety and signed in the designated space at the end of the document.

### The Authorization & Verification Form confirms:

- Accuracy of entry information and authorization of submission.
- Company and individual credits have been thoroughly reviewed by senior leadership to guarantee all integral strategic partners are credited properly for the Effie Index and awards recognition. Review the company and individual credits section of the entry kit for details.

If you make any changes to the company or individual credits, you will need to make these corrections on the Credits tab and re-print the Authorization & Verification Form to be signed. Once reviewed and confirmed as correct, please upload a signed copy of this document below.

If you are submitting an effort into multiple categories, separate Authorization & Verification Forms must be signed for each submission.

Thank you for assisting with this effort to ensure all team members are appropriately recognized.

**Authorized Signature:** \_\_\_\_\_

**Date:** \_\_\_\_\_

## COMPETITION RULES & REGULATIONS

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By checking the box below and as a condition for entry, you indicate that you agree to the competition rules, which are:

\* Any material submitted in the course of entering the awards becomes the property of Effie Worldwide and the Effie Awards and will not be returned. You agree to the publishing policy stated above.

\* You represent and warrant that the Works submitted are original work by you and accurate and will not infringe upon the personal or proprietary rights of or give rise to any claim by any third party, including but not limited to claims based on copyright, trademark, patent, defamation, physical injury, or invasion of privacy or publicity. In addition, if any complaint or claim relating to any of the Works is made by any third party at any time, whether a formal legal complaint or otherwise, you will fully cooperate with Effie Worldwide and the Effie Awards in responding to and defending against such complaint or claim, and you will hold Effie Worldwide and the Effie Awards harmless from and against any such complaint or claim.

\* Where required by law or contract, you will obtain releases, from all persons depicted in any of the Works. You may not agree to any restrictions, limitations or right to review requested or imposed by any persons, including models, owners of property pictured in the Works, or others. You will immediately advise Effie Worldwide and the Effie Awards of any such request or attempted imposition. If you make any subsequent or other use of any of the Works, you are solely responsible for obtaining any necessary releases from any models, persons or owners of property pictured in the Works, and you will hold Effie Worldwide and the Effie Awards harmless from and against any claims by any person arising from any such subsequent or other use.

\* You certify that the information submitted for this case is a true and accurate portrayal of the case's objectives and results and that the case ran in Romania between 1st of January 2021 – 31st of December 2021 (for Sustained Success: results must date back to January 2019 and must include the current year results – 2021). Entry constitutes permission to be included in a data set for Effie Awards research purposes that do not breach confidentiality.

\* The credits you submit are considered final and will not be changed for any reason, including if agency and/or client experience a name change and/or merger after the time of entry. The information you submit in the online credits section may be published and/or appear on recognition certificates.

Upon entering the competition, all email addresses provided will be added to the Effie Worldwide mailing list and may receive emails regarding competition news, judging events, content, etc. Individuals may opt-out of the mailing list via the unsubscribe link within any newsletter email. You have credited all partners who contributed to the work that is being presented in the entry. The decisions of Effie Worldwide and the Effie Awards in all matters relating to the competition shall be final and binding.

**I agree to competition rules and regulations**



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With Print Set ENTRANT RECORDS - Authorization & Verification Form

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