Confidentiality & Publication Policies
Celebrating Effective Work

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.

The Effie Awards entry and judging process is designed to help all entrants present their work effectively, while ensuring the confidentiality of classified information. To help alleviate confidentiality concerns, you can refer to Effie’s policies on confidentiality and the publication of submissions in the following pages.

Entrants are encouraged to reach out to the Effie team with any questions or concerns regarding our confidentiality policies. Please outline your questions and email entries@effie.org.

In this document, the confidentiality and publication concerns of the following are addressed:

- Written Entry Form
- Creative & Publicity Materials
- Judging
- Indexing Data
Publication of Your Entry

The Effie Awards competition offers finalists and winners the opportunity to have their written cases and creative materials published in the Effie Case Database, in turn helping inspire the industry and do their part to “Make Marketing Better”.

By publishing your written case, you are:

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.

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.

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.
Publication of Your Entry
What is Published?

Winners and finalists will have the following featured in publication of their case:

**Entry Details & Credits**
- Basic Entry information (title, brand name, award level, category) and all credited companies and individuals who worked on the case.

**Creative Reel & Images**
- The supporting materials showcasing the creative work of the case that ran in the public marketplace.

**Public Case Summary**
- A quick overview of the case and its goals, while providing a snapshot of its effectiveness.

**Statement of Effectiveness**
- Showcases the success and effectiveness of an effort in a short, 15-word statement.

**Other Publicity Materials**
- Primary Publicity Image, Company Logos, and Team Photos (published for celebratory purposes including in the Effie Winners Journal or at the Awards Gala).

**Additional Entry Data**
- Audience(s), Objective(s), Type of Effort, and Language (published on the Case Database).

**Written Entry Form** (Only published if granted permission by entrant)
- The written portion of the entry that is reviewed by the Effie Jury. This includes the Executive Summary, Scoring Sections 1-4, and the Investment Overview.

Work submitted must be original or you must have the rights to submit it.
Publication & Confidentiality
Written Entry Form

The written case is the only portion of the entry that should contain confidential information. For that reason, the written case is the only portion of the entry that Effie asks entrants for permission to publish. The creative work (reel, images), public case summary, and statement of effectiveness should not include confidential information and are automatically granted permission at the time of submission to publish and showcase in various ways if the case is a finalist or winner.

Within the Entry Portal, entrants are asked to set publishing permission for the written entry:

- **“PUBLISH AS THE CASE WAS SUBMITTED”**
  - You agree that the written entry form may be published as it was submitted and reproduced or displayed for educational purposes.

- **“PUBLISH AN EDITED VERSION OF THE WRITTEN CASE”**
  - You agree to submit an edited version of your case study for publication which will be reproduced or displayed for educational purposes. You may redact any confidential information.

- **“AFTER 3 YEARS, PUBLISH MY WRITTEN CASE AS IT WAS SUBMITTED”**
  - You agree that the written entry form may be published as it was submitted after three years (May 2023), in which it will be reproduced and displayed for educational purposes.

- **“AFTER 3 YEARS, PUBLISH MY WRITTEN CASE AS AN EDITED VERSION”**
  - You agree to submit an edited version of your case study for publication which will be reproduced or displayed for educational purposes after three years (May 2023). You may redact any confidential information.
Publication & Confidentiality
Creative Work & Publicity Materials

For all winning and finalist cases, the creative work, case summaries, and statements of effectiveness may be featured in Effie’s:

- Awards Winner Journal
- Worldwide Website
- Partner websites (i.e. ANA or WARC)
- Press releases or newsletters
- Educational programs or conferences
- Effie Awards Gala

Because materials for publicity and creative work will be published for all finalists & winners, no confidential information should be included in these elements.

All creative & publicity materials submitted in the competition become the property of Effie Worldwide and the Effie Awards and will not be returned.

By entering your work in the competition, the Effie Awards/Effie Worldwide is automatically granted the right to make copies, reproduce and display the creative materials, case summaries, and statements of effectiveness within the context of your Effie entry for education and publicity purposes.
Publication & Confidentiality

Creative Reel

Entrants are only required to showcase examples of the integral creative work that ran in the marketplace. There should be no confidential information featured in the creative reel.

Entrants must have the rights to show all elements presented in the creative reel. This includes any supplemental elements, such as music that did not run with the creative in-market or added stock imagery not used in-market. Because Effie is a 501(c)(3) non-profit organization with the mission of providing learning to the industry, **Effie has not encountered issues with talent featured in the creative that ran in the marketplace.**

Per entry rules, results of any kind may not be included in Creative Reel. The focus of the reel should be the creative work that ran in the public marketplace.

In extraordinary circumstances, Effie will review requests to submit an edited reel for publication. Such requests should be submitted if the case becomes a finalist, as non-finalist creative reels are only seen by judges and will not be published.
Confidentiality Concerns

Judging

Effie Jury Members are some of the brightest and most experience professionals in the industry from a spectrum of companies. To address concerns with sensitive information featured in cases, the Effie Awards makes sure that:

- Judging events are held in secure locations led by Effie moderators.
- Judges are required to sign confidentiality agreements before judging begins.
- Judges cannot remove materials or discuss cases after judging sessions.
- Judges are specifically matched with entries and categories that do not prove a conflict of interest.
  
  For example, a judge from the Beverages industry will not judge the Beverages category.

**EFFIE TIP:** We recommend nominating your client or agency team members for judging. Participating as an Effie judge is one of the most valuable ways to learn about the award, understand how judging works, and experience our security and confidentiality rules firsthand.

To nominate a judge, please complete our [Judge Application Form](#).
CONFIDENTIALITY CONCERNS

INDEXING DATA

While judging is confidential and entrants may select publication permission for their written case, Effie understands some entrants may still have concerns regarding sensitive information. When presenting numerical data within the entry, entrants may choose to provide those numbers as percentages or indexes, so that actual numbers are withheld.

Additionally, unless the entrant opts to allow Effie to publish the entry as it was submitted if it becomes a finalist or winner, only judges will see the written entry as it was submitted.

Questions? email entries@effie.org

TIMEFRAME

This year’s eligibility time period is September 1, 2018 - August 31, 2019 (Seasonal categories: 9/1/18-9/30/19) and the awards will be presented in June 2020. For some companies, this delay may alleviate some concerns regarding sensitive data.

ENGAGEMENT

Effie Board, Executive Staff, and Committee members are senior, well-respected professionals in the industry on both the client and agency side.

All types of companies, from large to small, across the industry enter the Effie Awards. The Effie Award’s confidentiality policy, the ability to index data, the ability to set publication permissions, and more are all established to ensure that any company can enter their effective work without hesitation.