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Entries are submitted online in Effie UK Online Entry Portal. There is no need to submit hard copy entry materials at time of entry.

Below is an easy-to-follow entry checklist.

List of assets required to submit your entry online:

- **Written case study**: The written case study includes all questions outlined in the Entry Form, namely the Entry Details, Executive Summary, Scoring Sections 1-4 & Investment Overview. These sections will be used for judging.

- **Creative assets**: Comprising the Creative Reel & Creative Images (between 2 and 6). The creative assets will also be reviewed by judges. Review creative asset requirements in the online [Entry Portal](#) & on pages 12-14 of this document.

- **Additional information and assets**: In addition to the materials reviewed by judges above, entrants are required to provide additional information in the Entry Portal before they can submit. The additional information & assets collected can be found under the following tabs in the online Entry Portal. These materials help us to fulfill our educational mission and promote finalists/winners – thank you for your support.
  - **Company & Individual Credits tab**:
    - Lead agency/client/contributing companies information (up to 8 companies can be credited)
    - Individual credits (up to 20 individuals can be credited)
  - **Publicity Materials tab**:
    - Public case summary & statement of effectiveness
    - Publicity image
    - Company logos (all lead agencies/clients)
    - Team photos
  - **Effie Case Database Info tab**:
    - Case background
    - Creative background
  - **Permission, Authorisation & Verification tab**:
    - Indicate publication permissions
    - Generate, sign and upload a signed Authorisation Form
    - Agree to Competition Rules

Once you have entered all the information in the online entry portal and you are ready to submit you will need to go to Download & Confirm Entry for Judging tab and action this step first, then SUBMIT your entry and proceed to payment step.

We recommend entrants register in the [Online Entry Portal](#) FIRST to understand how all the information listed above fits as part of your submission. PLEASE DO NOT LEAVE IT TOO LATE TO GATHER THE INFORMATION REQUIRED as it is not possible to complete your submission without ALL of the above information being submitted.