

Entry Form & Requirements

Reasons for Disqualification

The following will result in disqualification and entry fees will be forfeited:

- **Failing to adhere to the Effie Eligibility rules.** Data presented must be isolated to the South Africa, and the Effie eligibility period is 1 February 2019 – 31 March 2020. No results after 31 March 2020 may be included. Data prior to the eligibility period may be included for context. Review the **Eligibility** section of the [2020 Entry Kit](#) for further details.

* *Special Circumstances for the eligibility period*

 - Sustained Success: At a minimum, work & results must date back to 1 April 2017.
 - **Entry does not meet category definition requirements.** Entries are judged based on effectiveness within the entered category.
 - **Agency names/logos published in the entry form or in the creative materials.** Effie is an agency-blind competition; no agency names should be included in the materials that judges will review (entry form, investment overview, creative reel, creative images). Do not include any agency names in your sources – this includes agency names other than your own. The source of data should be referenced as “Agency Research,” “PR Agency Research,” “Media Agency Research,” etc.
 - **Data not sourced.** All data, claims, facts, etc. presented anywhere in the entry form must reference a specific, verifiable source. Sources must be as specific as possible in documenting all evidence, while not citing specific agency names. Provide source of data, type of research, and the time period covered. The Entry Portal is set up to encourage sourcing via footnotes. [Refer to the Sourcing Data guide for more information.](#)
 - **Including screen grabs or other images of creative elements in your written entry form.** Entrants may not include any images of creative work, screengrabs of social media or other websites, or any other pictorial elements in the written entry. Any images of creative work must be provided as part of the Creative Examples for Judging. Charts/graphs are allowed to be included in the written case.
 - **Directing Judges to External Websites.** Entrants are judged solely on the materials presented in their written entry and creative examples (creative reel + images). Entrants are not permitted to direct judges to websites for further information or for further examples of work.
 - **Missing Translation.** All non-English creative work must include translation via subtitles or the Translation field on the Creative Examples tab in the [Entry Portal](#).
 - **Violating Creative Example (Reel, Images) Rules.** Entrants must follow all creative rules as outlined in the entry kit. This includes but is not limited to: competitor logos/creative work and results may not be included in the creative examples; time limits must be followed. See full rules, including guidelines on editing and content, in the [Creative Requirements guide](#).
- **Questions? email us at info@effieawards.co.za**