

Confidentiality & Publication

**effie**

# Confidentiality & Publication

Effie Worldwide stands for effectiveness in marketing, spotlighting marketing ideas that work and encouraging thoughtful dialogue about the drivers of marketing effectiveness.

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:

## Bettering the industry.

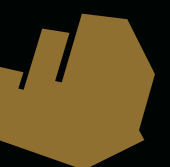
- By allowing other marketers to learn from your success, you are inspiring the industry to raise the bar and make their marketing better.

## 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.



# Confidentiality & Publication

We respect that entries may have information deemed confidential. Within the Entry Portal, entrants are asked to set publishing permission for the written entry. Entrants may select from the following options:

---

## **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; however, you may not redact any section in its entirety including results.

---

**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 is included in the above publication permission policy. The creative work (reel, images), public case summary, and statement of effectiveness should not include confidential information and will be showcased in various ways (effie-Europe.com, effie.org, partner websites/publications), along with your public-facing written case, if your entry becomes a finalist or winner. Work submitted must be original or you must have the rights to submit it.





# Confidentiality & Publication

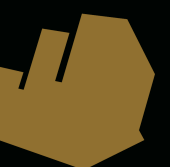
The Effie Awards entry and judging process is designed to help all entrants present their work effectively, while ensuring the confidentiality of classified information.

## JUDGING

Judging events have strict confidentiality protocols and are securely supervised by Effie moderators. Judges are required to sign confidentiality agreements before judging begins. Judges cannot save materials from the judging session and are individually matched with entries and categories that do not pose a conflict of interest.

## 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. As with all data points, be sure to include context so the judges understand the significance of the data. 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.



# Confidentiality & Publication

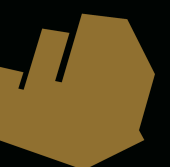
## CREATIVE WORK & PUBLICITY MATERIALS

The creative material (reel, images, publicity materials) and case summary you submit into the competition become the property of Effie Europe and the Effie Awards and will not be returned. By entering your work in the competition, the Effie Awards/Effie Europe 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.

Creative work, case summaries, and the statement of effectiveness may be featured on the [Effie Europe's website](https://effie.org), effie.org, partner websites, press releases/newsletters, programming/conferences and the Effie Awards Gala. Because materials for publicity & creative work will be published for all finalists & winners, no confidential information should be included in these elements.

Please review the Creative Reel section of the Entry Kit for more guidance on licensing/talent.

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 & Publication

## ELIGIBILITY

This year's eligibility period is 1 January 2024 – 31 March 2025 for Multi-market & Positive Change categories and 1 January 2023-31 March 2025 for Best of Europe categories; and the awards will be presented on 10 December in Brussels.

Companies across the full spectrum – from large to small and across all industry sectors enter the Effie Awards. Effie Europe's confidentiality policy, the ability to index data, the ability to set publication permissions, etc. are all established to ensure that any company can enter their effective work without hesitation.

We recommend nominating your client and agency team members for judging. Participating as a 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](#).

