

Publication Permissions

Updated Permissions Agreement: Our Competition Terms and associated permissions granted by entrants have been updated for 2026. Full details on publication, confidentiality and use of entry materials are available below and further details in the **Effie Awards Authorization Form** (which contains our Competition Terms) available in the [Entry Portal](#). **It is important that you read and understand this Form, which contains the Competition Terms of Entry, prior to submitting your entry to the Competition.** All finalists and winners of the Competition are published as outlined below. Entrants can also select to have their non-finalist case published.

WRITTEN CASE

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

FINALISTS AND WINNERS

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

PUBLISH AS THE CASE WAS SUBMITTED

If you are a finalist or a winner, you can elect to agree that your entry may be published as it was submitted and may be reproduced or used by Effie as set out in the Effie Awards Authorization Form.

PUBLISH AN EDITED VERSION OF THE WRITTEN CASE (EDITED WRITTEN ENTRY)

If you are a finalist or a winner, you can elect to agree to submit an edited version of your case study for publication which may be reproduced or used by Effie as set out in the Effie Awards Authorization Form. While you may redact sensitive data, you may not redact any section in its entirety, including results. **The Edited Written Entry must be submitted to Effie within 60 calendar days of receipt of the finalist notification email from Effie.** If the Edited Written Entry is not received within that timeframe, Effie reserves the right to publish the original written entry as submitted. Where an Edited Written Entry is provided, that version of the Entry will be the only version published and/or used publicly. For any questions or concerns, contact kasia.gluszak@eaca.eu.

NON-FINALISTS

Entries that are not finalists in the Competition may choose to have their entry materials published. Unless an Entrant has granted Effie permission to use their non-finalist entry materials, these will be used in aggregate form only.

If you are interested in having your entry materials published, regardless of whether or not you are a Competition finalist or winner, please select this option when entering.

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.

CREATIVE WORK & PUBLICITY MATERIAL - SUMMARY

By submitting your entry, you are agreeing for your entry materials to be used as detailed in the Effie Awards Authorization Form. You must ensure you have all rights and consent to enable your entry material to be used as set out therein, including (but not limited to):

- submitting the entry materials to a jury for judging;
- having the entry materials included in a data set for Effie research purposes that do not breach any confidentiality obligations we may owe you; and
- the use, publication and screening of Winner and Finalist materials by Effie, its affiliates, partners and authorized third parties.

Unless you are a winner or a finalist, **or you have elected to grant us further publication or use rights**, your entry materials will be used in aggregate form only.

Where you are a Competition winner or finalist, or you are not but you have elected to grant us these rights, your materials (which means: your creative work; a public summary; a public statement of effectiveness, the back-end data provided with the case, and a written case approved for publication by you in line with your publishing permissions) may be published and/or used by us, our partners, affiliates or other organizations associated with, or authorized, by us. This includes but is not limited to: (a) publishing such materials in Effie's Case Library and upon other partner websites and/or publications; (b) using such materials to promote the Competition; (c) analyzing the materials to create reports or commentaries on particular types or categories or entries; and (d) displaying materials at public or private presentations. We will respect your chosen publication preferences for your written case. Your materials should not contain any confidential information as they may be used however we deem fit. Review the **Effie Awards Authorization Form**, which includes our Competition Terms, in the Entry Portal for full details.

Please review the Creative Reel section of the Entry Kit for more guidance on licensing/talent. The creative work and publicity materials will be published if your case is a finalist or winner.

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.

ADDITIONAL 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, entrants have the option to select whether to publish their original written case or an edited version of the written case if the case is a finalist or winner.