

# Entry Form & Requirements

## Sourcing Data

**All data, claims, facts, etc. included anywhere in the entry form must include a specific, verifiable source. Entries that do not source data will be disqualified.**

In the entry portal, the entry form has a SOURCING box provided at the bottom of each scoring section for all references/footnotes. This allows entrants to provide sourcing affecting word limit restrictions.

1. When submitting your responses to questions 1-4, you must provide a source for all data and facts. At the end of a sentence that requires a source, use the SUPERScript feature to number your sources.
2. In the Sourcing box, numerically list your citations.

### SUGGESTED SOURCING LAYOUT

**Source of Data/Research, Research/Data Type, Dates Covered.**

### ADDITIONAL GUIDANCE

- Because of Effie's specific eligibility time period (9/1/18 - 8/31/19)\*, entrants are required to **include the dates covered for all results data** presented in your case.
  - \**Special Circumstances for the eligibility period*
    - Grace Period: If your effort launched August 2018 or concluded September 2019, you may include data and creative work from those time periods.
    - Seasonal Categories: September 1, 2018 - September 30, 2019.
    - Sustained Success: At a minimum, work & results must date back to August 31, 2016.
- **Judges are not permitted to visit external websites.** If citing a website, please list out the website name, article name (if applicable), and any other relevant citation information, as judges are not able to click on links during the judging process.
- All data must be included in your response to questions 1-4. Entrants may not add additional information or explanation in the sourcing section. The sourcing sections may only be used to provide citation.
- **Use the specific name of the company to reference a source except when the source is an agency** (ad, media, or other). Because Effie is an **agency-blind competition** we require agency research to be referenced via the term "Agency Research." This applies to all agencies, **not limited to the entering agency**. For increased specificity, entrants are encouraged to list type of agency when applicable, such as: PR Agency Research, Media Agency Research, Third Party Agency Research, etc. As with all other sourcing, include any other relevant citation information (type of research/data, dates covered, etc.).
  - Research Companies should be cited by name.
- Judges encourage third-party data when available.
- The Effie Awards reserves the right to check all sources provided for accuracy.

**Questions? email us at [entries@effie.org](mailto:entries@effie.org).**