

## confidentiality

## overview

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Effie Worldwide is a 501(c)(3) non-profit organisation that stands for effectiveness in marketing communications, spotlighting marketing ideas that work and encouraging thoughtful dialogue about the drivers of marketing effectiveness. In order 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:

1. **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.
2. **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.
3. **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.

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

To help alleviate confidentiality concerns, the following pages outline Effie's policies on confidentiality and the publication of submissions. Entrants are encouraged to reach out to Effie UK with any questions or concerns regarding our confidentiality policies.

### Addressing Confidentiality Concerns in the Written Case

#### Judging

All jury members sign confidentiality forms and review work at a secure judging location arranged by Effie UK. Judges cannot remove materials from the judging session and are specifically matched with entries that do not pose a conflict of interest where they would need to recuse. Judges do not review submissions from their own agency, brands they work on, or any direct competitors. For example, a judge from the beverages industry would not judge the beverage entry.

#### Indexing Data

While judging is confidential and entrants may select publication permissions for their written case, Effie understands some entrants may still have concerns regarding sensitive information. When presenting numerical data within the entry, entrants have the opportunity to index their data, so specific numbers are withheld. The Effie UK key eligibility time period is 1<sup>st</sup> October 2016 – 31<sup>st</sup> December 2017 and the winners will be announced in September 2018. For some companies, this delay may alleviate some concerns regarding sensitive 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.

#### Creative Materials & Materials for Publicity

The creative material and case summary you enter into the competition becomes the property of Effie Worldwide and the Effie Awards UK and will not be returned. By entering your work in the competition, the Effie Awards UK/Effie Worldwide is automatically granted the right to make copies, reproduce and display the creative materials, case summaries, and statements of effectiveness for education and publicity purposes such as, but not limited to, the Effie Awards Journal, Effie UK and Effie Worldwide's website, partner websites, press releases, newsletters, programming/conferences and the Awards Evening.

# effie UK – confidentiality statement

Creative material submitted to the Effie Awards UK includes your 4-minute video reel (5 minute for Sustained Success category submissions), all .jpg images and hard copy examples (if required). The case summary is your 90 word public summary and 80-character statement of effectiveness of your case. Entrants should not include confidential information in these elements.

## **Addressing Confidentiality Concerns Regarding in the Creative Reel**

- Results (of any kind) may not be included in the creative reel as per the Effie entry rules.
- Entrants are only required to showcase examples of the integral creative work that ran in the marketplace.
- The entrant must have the rights to show all elements presented in the reel.
- Because Effie is a 501(c)(3) non-profit organisation with the mission of providing learning to the industry, Effie has not encountered issues with talent featured in the creative that ran in the marketplace. The focus of the reel should be on this creative work – entrants should obtain the rights to feature any supplemental creative elements (music that did not run with the creative in-market, added stock imagery not used in-market, etc.).
- In extraordinary circumstances, Effie will review requests to submit an edited video 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.

## **Addressing Confidentiality Concerns in the Case Summary & Statement of Effectiveness**

- This content will be published if your entry becomes a finalist or winner.
- Entrants are not required to include any confidential information, including detailed results, in either element.
- Entrants are discouraged from including confidential information in either element. These elements should be written for publication.

## **Additional Points**

Companies across the full spectrum – from large to small and across all industry sectors enter the Effie Awards. Effie'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.

We recommend nominating your client and agency team members for judging. Participating as a judge is one of the clearest ways to learn the value of the award. Judges value the opportunity because it provides a chance to understand how success works outside their own specific product / service category (sometimes yielding good ideas to incorporate in their own category) and also provides excellent networking. To nominate a judge, email [Mateja Simic](mailto:Mateja.Simic@effie.org) with full contact information and a brief bio. To apply to be a judge, please sign up on [Effie UK website](http://effieuk.com).

Effie Board, Executive Staff, and Committee members are senior, well-respected professionals in the industry on the client and agency side. If you are interested, we would be happy to set up a time for them to talk to your client about confidentiality during judging; how to involve key team members in the judging process; and how you can submit indexed data. If you would like to have a further discussion about confidentiality, please contact the Effie UK team. To see how credited companies and their effective work are featured online, visit the [Case Study Database](#) and the [Effie Effectiveness Index](#).

**Effie tip:** Most entrants find that indexing data in the written case works well for their teams. Make sure your entry provides category context and pre / post context to enable judges to evaluate it effectively. If you have questions, email [effieuk@effie.org](mailto:effieuk@effie.org).

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Effie UK offers entrants the opportunity to have their written case published on the Effie Worldwide web site, partner web sites and/or other publications as approved by the Effie Awards UK/Effie Worldwide. We respect that entries may have information deemed confidential.

Within the online entry system, entrants are asked whether or not publishing permission is granted for the written entry. Entrants may select from the following options:

- **"YES"** - If you select yes, you agree that the written entry form may also be published, reproduced and displayed for educational and promotional purposes.
- **"YES - EDITED VERSION OF YOUR WRITTEN CASE"** - If you select this option, you will be contacted after finalist notifications are sent to submit an edited version of your written case. Confidential information may be redacted at this time. However, as stated above, we will still have the option to publish, reproduce and display the public case summary and the creative materials, including the 4-minute video that you submitted in their original versions.
- **"UNDER REVIEW"** - If you select this option, Effie will reach out to your team if the case becomes a finalist to further discuss the publication options for your case. Entrants ultimately will have the option to not publish their written case, but to support Effie's non-profit mission, we encourage all entrants to consider publishing at least an edited version.

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 need not include confidential information and will be showcased in various ways if your entry becomes a finalist or winner.

Work submitted must be original or you must have received rights to submit it.