

entry form & requirements | reasons for disqualification

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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 United Kingdom, and the Effie eligibility period is **01/1/18-31/12/18. No results after 31/12/18 may be included.** Data prior to the eligibility period may be included for context. See the **Eligibility** section for further details.
- **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, media addendum, 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” page for more information.**
- **Including screen grabs or other images of your 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. An 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 entries with non-English creative materials must include a translation page at the end of your entry form or via subtitles within the creative materials.
- **Violating Creative Example (Reel, Images) Rules.** Entrants must follow all creative reel 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** section of the entry kit.