

2017

effie
awards
australia

HOW TO ENTER



INTRODUCTION

Now in our ninth year, the Australian Effie Awards continue to go from strength to strength.

The Effies recognise effectiveness within the marketing communications industry and unite us in celebrating our achievements.

These Awards really are the ones that matter – they encourage us all to push our thinking forward and offer an important source of insight into the latest trends and leading techniques. They represent the pinnacle of what we can be capable of achieving and the global nature of the Effies allows Australian clients and agencies to demonstrate their excellence on an international stage.

Every year the winning case studies offer fascinating reading as they tell stories of massive challenges, amazingly clever thinking, big ideas and outstanding growth.

The awards are a joint presentation by the Communications Council and the Australian Association of National Advertisers (AANA). We have a calendar of events and information sessions around these awards to keep you informed throughout the year.

We want to make it easy for you to enter the Effies though please note they are never easy to win.

We will start with the launch, then the call for entries and will conclude with the Awards presentation evening on Thursday 31 of August 2017 (save the date!).

I really do hope that you will take the time to enter and that this will be 'your year' regardless of whether this is your first time or you are a seasoned campaigner.

We look forward to receiving your entries.

Many thanks for your ongoing support the very best of luck!

Tony Hale

CEO

The Communications Council



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ABOUT THE EFFIE AWARDS

Celebrate the great ideas that achieve real results and the strategy that goes into creating them.

Introduced by the New York American Marketing Association in 1968, Effie has since become recognised by advertisers and agencies as the pre-eminent award in the advertising industry. It is now held in 45 countries around the world with 2 regional programmes as well as a global competition.

The Effie Awards honour the most significant achievement in advertising and marketing communications: effectiveness.

The annual Awards are presented to recognise the year's most effective advertising and marketing communications campaigns – campaigns that have delivered superior results in meeting the objectives they were designed to achieve.

EFFIE CORE VALUES

Effie stands for a consistent philosophy and rigorous set of practices, built around the demonstrated ability of communications campaigns to achieve marketing goals.

Effie is first and foremost an effectiveness award, based upon proven results in the market place. Creative execution is seen as part of the Effie process and is factored into the judgement for an Effie award.

Effie encourages the dissemination of learning about best practices in advertising and marketing communications effectiveness.

A strong international Effie network strengthens all Effie programs. It enables partners to share with each other, with the goal of strengthening and expanding the brand worldwide.

WHAT MAKES A WINNING ENTRY?

Campaigns need to successfully combine all disciplines that enter into a successful marketing programme: planning, market research, media, creative and account management. They must demonstrate a partnership between agency and client in the creation, management and building of a brand.



THE OBJECTIVES

The Awards are presented in recognition of the year's most effective advertising campaigns - campaigns that have delivered superior results by meeting or surpassing the objectives they were designed to achieve.

The Awards aim to achieve the following objectives:

ECONOMIC EFFECTS:

To create increased confidence that effective advertising generates substantial economic value.

INNOVATION:

To support a culture of continuous improvement, innovation and originality in all facets of advertising.

MEASUREMENT:

To reinforce the importance of precisely measuring the effect.

UNDERSTANDING:

To further understanding throughout the marketing and advertising industry as to how advertising works.

PROFESSIONALISM:

To raise standards of professionalism in the marketing and advertising industries.

PRESTIGE:

To celebrate the success of effective marketers and agencies.



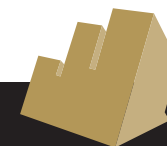
KEY DATES & ENTRY FEES

2017 KEY DATES

Entries Open	Thursday, 19 January
On-Time Entries Close	Thursday, 20 April
Extended & Final Deadline	Thursday, 4 May
Round 1 online Judging	Monday 12 - Thursday 15 June
Finalists Announced	Wednesday, 28 June
Round 2 Judging	Tuesday, 25 July
Executive Judging Review	Monday, 31 July
Awards Dinner & Presentation	Thursday, 31 August

ENTRY FEES

TCC or AANA Advertisers Members only	\$ 950 + gst per entry OnTime Entries
TCC or AANA Advertisers Members only	\$1,250 + gst per entry Extended & Final Deadline
Non-Member Agencies	\$1,750 + gst per entry On Time Entries
Non-Member Agencies	\$2,050 + gst per entry Extended & Final Deadline



CATEGORIES

THE GRAND EFFIE

The Grand Effie is recognised as the highest accolade 'Best in Show'. The winning campaign will be selected from those campaigns judged as Gold Effie winners.

THE EFFECTIVE AGENCY OF THE YEAR

This award recognises the most significant contribution made by an advertising agency to the success of their clients in the Effie Awards. The award is based on the weighted value of Gold, Silver and Bronze Effie Awards and decided by the review panel.

THE EFFECTIVE ADVERTISER OF THE YEAR

(There will only be one winner in this category. Please use the specific entry form to enter.)

To celebrate clients who champion effectiveness. Open to clients who have entered Effie cases within the last 3 years. The entry can be for a client organisation or a specific brand. The entry should be jointly submitted by the advertiser and the agency/agencies.

CATEGORIES

Gold, Silver and Bronze Effie trophies can be awarded in each category at the discretion of the judges. Awards may not be given in all categories.

A. RETAIL/ETAILED

B. FOOD, CONFECTIONERY AND SNACKS

C. BEVERAGES - ALCOHOLIC AND NON-ALCOHOLIC

D. OTHER CONSUMER GOODS

Includes motor vehicles, appliances, cameras, computers, household, personal care, fashion, pet care etc

E. HEALTH & WELL-BEING Sponsored by HEALTHCARE COMMUNICATIONS COUNCIL

F. FINANCIAL SERVICES

G. OTHER SERVICES Sponsored by TRAPDOOR PRODUCTIONS

Includes insurance, telecommunications and any consumer or business service apart from financial

H. TRAVEL, LEISURE AND MEDIA

I. GOVERNMENT

J. NOT FOR PROFIT AND CAUSE RELATED MARKETING

K. BEST STATE CAMPAIGN

The most effective campaigns that ran only in one (or, at most, two) States, produced by an agency from one of those States



CATEGORIES (CONTINUED)

L. PR-LED CAMPAIGN

A PR-led campaign where unpaid earned activity was the primary driver of the result. These campaigns might use other channels but must demonstrate that the PR idea was at the core of the campaign.

M. RETURN ON INVESTMENT

Campaigns that most convincingly demonstrate a profitable investment return on the marketing money used (not necessarily the largest benefit). Please refer to the note on how to calculate ROI with your entry form.

N. LONG TERM EFFECTS

Entries into this category must demonstrate sustained success over a minimum of 2 years plus a full 12 month baseline data to provide a year-on-year comparison. The final date for eligible data must be between December 2015 and March 2017. There is no restriction on the start date of the campaign. Duration of the campaign is not important - but duration of effect is. The creative expression is not restricted to one idea but the campaign must have a primary objective and a consistent or evolving strategy. There may be supplementary objectives along the way. All Long Term Effects entries will be judged in round 2.

O. SHORT TERM EFFECTS

Activation campaigns that may take effect over one day, or up to four weeks. Maximum of 3 months data permitted.

P. MOST ORIGINAL THINKING

Campaigns that made judges think "I wish I'd thought of that" - whether this be in insight, strategy, content, media use or measurement technique. Campaigns must demonstrate effectiveness.

Q. NEW PRODUCT OR SERVICE

The most effective campaigns for a new product or service launched during the two years preceding the call for entries (1 April 2015 - 31 March 2017).

R. SMALL BUDGET

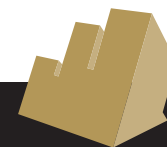
The most effective campaigns on a total budget of under \$500,000.

S. DIGITALLY LED IDEAS

This category is for campaigns that have a digital or technological idea at the heart. These campaigns might use other channels, including main-stream media, but must demonstrate that the digital or technological idea was the catalyst for the campaign and without it the campaign could not work. This category can also include purpose built digital platforms for marketing communications or commercial activity which are not one-off campaigns. The entry must provide a minimum of 6 months data that clearly demonstrates the in-market results.

T. INSIGHT & STRATEGIC THINKING

The campaign that showed the greatest insights and strategic thinking to lead to the communications idea and achieve the marketing objectives.



CATEGORIES (CONTINUED)

U. ON-LINE BRANDS

Open to brands or services in any category that only exists on-line.

V. USE OF DATA

Use of data to develop insights, target consumers and demonstrate results.

W. MARKETING SOLUTIONS OTHER THAN COMMUNICATIONS

How the core solution to the marketing challenge helped a business to grow or overcome barriers using marketing levers other than communications e.g. product, pricing, distribution or innovation.

X. MEDIA-LED IDEA

Media cannot exist without content, but this award is intended to recognise those cases that were led by the media thinking, and would not have been successful without the strategic media idea.

Y. MEDIA PARTNERSHIP ACTIVATION

Winners of this award will represent those advertisers and media partners that knew exactly where and how to connect with their audience via the assets of a media company.

NOTE

There are different entry forms for Digitally Led Ideas, ROI, Government, Not For Profit or Cause Related Marketing, PR-led Campaign, Use of Data, Long Term Effects, and The Effective Advertiser of the Year. All other categories use the General Entry Form.



HOW TO ENTER

AWARD STRUCTURE

To enter the Effie Awards you will need to complete the entry form in maximum **eight A4 pages** (it will be strictly applied). In addition up to **three A4 pages** of data, such as charts, tables, media schedules, campaign images etc. These can be appended to the entry or inserted within the body of the document (but if we were to pull out the graphs and charts etc there must not be more than 8 A4 of text and 3 A4 of graphs. An Executive Summary of no more than 100 words is also required and is not included in the page count and must be inserted on the front page. The only exception is Long Term Effects where you have an additional 3 A4 pages to complete your entry.

There are separate entry forms for: Digitally Led Ideas, Return On Investment, Government, Not for Profit and Cause Related Marketing, PR-Led Campaign, Use of Data, Long Term Effects and The Advertiser of the Year. For all other categories please use the General Entry Form.

ELIGIBILITY REQUIREMENTS

Advertising campaigns that ran in Australia during the period 1 April 2015 and 31 March 2017 are eligible for entry. Campaigns may have been introduced earlier but must have run during this period and have data relative to the qualifying time. Any campaign may only be entered once. Entries must contain new work and a different assessment period from that presented previously.

The case must explore the competitive environment, the campaign goals, the insights and strategies, the campaign details (creative, media, budget etc), and the results, including return on advertising investment, and the discounting, or recognition, of other factors that may have contributed to the outcome.

The word advertising should be interpreted in its broadest sense whether it be

broadcast, print, radio, outdoor, digital, direct, PR and experiential. If you have any doubts regarding eligibility contact Jo Libline, Events & Sponsorship Manager at The Communications Council for a ruling. Phone (02) 8297 3809.

The difficulties of separating the effects of advertising from other elements of the marketing mix are well known. Nevertheless, it is not our intention to seek, or award, entries that rely on other aspects of the mix, such as product innovation. The key requirement in this Awards scheme is to build a case in which the results and methodology are the most convincing, in the judges' opinion, in establishing the positive effects of a particular strategy and execution. It is, therefore, essential to establish a causal link between the campaign and the outcome. Prove the advertising worked!

JUDGING PROCESS

All entries will be scored by senior people from agencies, clients, media, research, consulting and academia in a two phase process. Care will be taken to ensure that there are no conflicts of interest.

Round One Judging evaluates submissions case by case. The best cases will become finalists and submitted to Round Two Judging. In Round Two Judging, finalists in each category are judged against other finalists in their category.

The judges are encouraged to read each case with healthy scepticism. "Guilty until proven innocent" is our motto! Keep this in mind when writing your case. Don't try to pull the wool over their eyes with excessive claims, verbosity or distorted charts. You should attempt to construct an interesting and compelling story which anticipates and addresses the sceptics.



HOW TO ENTER (CONTINUED)

AWARD CRITERIA

Judges have 100 marks to allocate to each case. This is the guide we ask the judges to apply when scoring the papers:-

QUESTIONS 2 TO 6 (30 POINTS)

- Entries need to build a compelling business case with the answers to the five questions from 2 to 6 with a maximum 6 points for each answer.
- Entries should provide a clear outline of the communications challenge, the objectives (quantified), strategic analysis and solution, the 'big idea' and how the idea was implemented.
- An entry should be marked down for not providing measurable goals unless the reasons for not doing so are well argued.

QUESTION 7 & QUESTION 8 (50 POINTS)

- Answers to question 7 are the most important. This is what the Effies are all about - the results.

Entries should show how the campaign achieved or exceeded objectives and demonstrate how the campaign made a difference. The results should relate back to the objectives; the data should support the assertions; the timescale should be clear. Hard data (sales, share) is more important than intermediate (awareness, equity) or soft (likes, qual), although they can help support your case. Make sure the results follow activity. You need to be convinced of the causal effect between campaign and results. **(30 Points)**

- Although the magnitude of the result is important, consider this in the context of the degree of difficulty and the share of voice. Higher marks are deserved by cases with a greater degree of difficulty. Most obvious of these are Long Term Effects and success in highly competitive markets, compared with a short-term sales uplift. **(10 Points)**

- You need to be convinced that the marketing investment provided a positive financial return - if that was a requirement. Indexing of data is acceptable. Except in ROI category, the entry will not be ineligible if data is not provided, but entries that do provide convincing evidence will gain additional marks. We recognise that, in some instances, a measurable financial return will not be an objective, but you will need to be persuaded why not.

We define ROI as follows:

ROI measures by what percentage the incremental gross profit (not gross sales) generated exceeded the campaign costs/investment. 'Incremental' means comparing what happened, with what would be expected to happen had the campaign not taken place and/or that status quo maintained. So, if the incremental gross profit is \$1,000 and campaign costs are \$1,000, they cancel each other out and the ROI is 0%. If additional gross profit was \$1,500 the ROI is 50%. Refer to the supplementary notes for the full calculation. **(10 Points)**

QUESTION 9 (10 POINTS)

- Advertising rarely works alone and the entrant must have examined other factors that could have contributed to the results. An attempt should have been made to assess their contribution.
- You should also consider the power of a product or service offer. It is the marketing that should be rewarded, not the product.

OVERALL STORY (10 POINTS)

What lessons can be learned from this case about advertising effectiveness or measurement? Judges will give additional marks to exceptional ideas, exceptional results and to cases that teach us something about how advertising works. A big idea is worth more than a lesser idea. A case that adds to our



HOW TO ENTER (CONTINUED)

knowledge about advertising effectiveness or measurement deserves additional marks. These marks are open to the discretion of the judges. This is the “I wish I’d been responsible for that” factor. Reward great ideas, great results, originality, innovative measurement techniques. Penalise poorly written cases. High scores here will be the cases we want marketing students to be inspired by; the cases we can learn something from; the cases we want to showcase to the world.

NOTE

- Indexing, or other methods, can be used to respect confidentiality of data.
- Successful and unsuccessful entrants will be able to get judges’ feedback on their case after the Awards.

PUBLICATION OF CASE STUDIES

All winning case studies will be made available for publication by the media and on the Effies website. Entrants must provide a copy of the entry with sensitive information removed at time of entry. However, the organisers reserve the right to withhold the case from publication should the removal of data significantly impact the credibility of the case.

HOW TO ENTER

Go to the website www.effies.com.au to register your agency, enter the entry details which include the client, campaign title, credits and select the category. Once you have completed these details you then need to download the correct entry form. There are different entry forms for Digitally Led Ideas, ROI, Government, Not For Profit or Cause Related Marketing, PR-led Campaign, Use of Data, Long Term Effects and The Effective Advertiser of the Year. All other categories use the General Entry Form.

Fill out the correct entry form ensuring that the entry number is clearly marked

at the top of the entry form. The entry number will be emailed to you when you register the entry and select the category. Once completed and the authorisation page has been signed off by the client you will then need to upload your entry to the website with sensitive information marked in yellow and complete the online payment process.

Effies Exposed: You are also required to complete the online questionnaire with additional information which will be used for more in-depth analysis of trends etc. This information is not provided to the judges but captured for analysis only. The questionnaire is found with the online registration www.effies.com.au. You must indicate the category within which you think your campaign should be judged. You can enter your campaign into multiple categories, however, you must produce separate entry forms for each category you enter.



HOW TO ENTER (CONTINUED)

ENTRY CHECKLIST

- 1 entry form completed with sensitive information marked in yellow and uploaded on the website where you registered the entry. (no hardcopies are required)
- 1 USB with the completed entry form with all confidential information removed. If the entire entry is not for publication please do not send a copy but email Jo@communicationscouncil.org.au to advise this.
- 1 USB with Examples of the Creative - All in high resolution quality for publication and awards presentation only:
 - » **TVC** - playable DVD or MPEG 2 (8-10 Mbit/sec) in either 16:9 or 4:3 ratio - preferably with embedded audio file only.
 - » **Print** - JPG or TIFF Images in high resolution (300 DPI) at final printed size.
 - » **Radio** - 48kh aiff or wav files.
 - » **Digital and Direct Marketing** - viral movie/video MPEG 2 or playable DVD. Banner Ads as flash or animated GIF. Screen Grabs of web pages or still shots of direct marketing as JPG or TIFF.
 - » **Non-Traditional Media** - e.g. Consumer Generated Content,
 - » Payment must be completed on-line (we accept visa, mastercard, amex)

USB's must be sent to:

The Communications Council,
PO Box Q1389, QVB Post Office, Sydney, NSW 1230 or

Delivered to:

Mezzanine Level, 65 York Street, Sydney by:

On-Time Close of Entries: 5.00pm Thursday 20 April 2017 or

Extended and Final Deadline: 5.00pm Thursday 4 May 2017



HOW TO WRITE A WINNING ENTRY

START EARLY

It can take weeks to find the information to support your case. Unless you begin soon you may find it difficult to get the information you require. To effectively craft your argument it helps to leave as much time as possible.

AGENCY AND CLIENT SHOULD WORK TOGETHER

The best cases are often written by agency and client. The agency should expect to do the crafting but the client may have a different perspective and access to a lot more information than the agency.

GETTING OVER THE CONFIDENTIALITY HURDLE

Some clients raise “confidentiality” as an issue. It is not an impossible hurdle as figures can be indexed for publication. Many winning case studies have used these techniques. Show them to your clients and demonstrate how other clients have overcome these issues.

Entrants will be given the opportunity to remove sensitive information from their case studies before publication. However, the organisers reserve the right to withhold the case from publication should the removal of data significantly impact the credibility of the case.

READ PAST WINNERS

There is no set formula for winning an award but past winners are a great guide for structure and style. Previous case studies are published in the Effective Advertising books or the past Effie winners online www.effies.com.au

DIG DEEP FOR YOUR PROOF

You cannot win an award merely by arguing that you advertised and sales went up. Every case is assumed to be guilty on its submission. It is your job to prove its innocence. Make sure you can get as much research and other facts to support your case. Play devil’s advocate.

PROVIDE THE EVIDENCE

Judges are not clairvoyants. You need to spell out your objectives and strategies and demonstrate a causal link between advertising and the results. Don’t forget to show how the results could not have been derived from other activity. In a nutshell you must show that what you did, did what you said it did!

NEW LEARNING

Wherever possible spell out any new ground that your case breaks. Innovation and the shattering of accepted wisdom will be rewarded.

KEEP YOUR ARGUMENT CLEAR AND CONCISE

The clearer your case, the better. Avoid tricky analysis and econometric modelling for the sake of it. Nothing will work better than a clear, coherent argument.



GAINING CLIENT PERMISSION

One of the necessary hurdles of entering the Effie Awards is the requirement that the client gives formal permission to publish the paper. This permission cannot be taken for granted and some aspiring entrants have been understandably frustrated by a refusal, sometimes at a late stage when a lot of work has already been done.

We offer below a number of suggestions ~ some for good practice and some for arguments which can be deployed to ensure that your client makes an informed decision, and that effort is not wasted on unpublished cases.

The main, if not the only, reason for refusal to publish is the issue of confidentiality.

Some companies, particularly US owned, have very strict corporate policies about disclosing any information regarding their business. If this is so it is unlikely you will be able to get around it, so it is worth finding out before much effort has been wasted. (Conversely, do not assume that permission will be withheld until you have asked and done your best to persuade them!)

In some other cases there may be strong competitive reasons for not wanting to publish. However, in other cases the client may perceive that the risk of giving away information is not outweighed by any advantage to his/her company. In such cases the following suggestions and arguments may be of some help.

GET APPROVAL FROM THE TOP

Maximise your chances of getting client permission to publish by identifying the individual who needs to give approval, and approaching him or her early on. Approval should usually be sought from the most senior client possible and ideally the Managing Director or CEO, not just the Marketing Director, and an approach usually flushes out any issues and gives plenty of time for a rational debate. It is a fatal error to get a 'soft' authorisation at the Marketing Director level or below,

and then discover in the last few days before the closing date that, having seen the completed paper, he/she feels the need to go higher in the organisation for sign-off. At this very late stage and under time pressure, it's hardly surprising that a Managing Director or CEO opts to say 'no'.

Assure them that they will be able to vet the paper before entry and that you will submit it to them in sufficient time for them to read it and for you to make changes.

CONFIDENTIALITY

Most successful papers probably give away little of real value to competitors. Marketing activity is, by its nature, in the public domain and even the thinking behind it is history after a year or two. The usefulness of data to others can be severely reduced by selective presentation and masking (e.g. indexing). Much basic market data (Nielsen, etc) is likely to be available to major competitors anyway.

Clients should bear in mind that the information or data in cases is usually at least nine months out of date by the time it is published. Entrants will also be given the opportunity to remove sensitive information before publication.

It is also true that most qualitative research findings about customer attitudes and behaviour or reactions to communications campaigns in a given market, will be revealed to competitors in their own group discussions.

THE VALUE OF TEAMWORK

The evidence suggests that if a client and agency form a team to produce a paper, it has a really beneficial effect on their working relationship. Writing an effectiveness case often involves getting answers to questions the client and agency won't often ask, and it means they will probably get a lot of analysis and extra work done which is very useful for the brand.



GAINING CLIENT PERMISSION (CONTINUED)

OTHER BENEFITS TO THE CLIENT

An Effie Award paper will be of invaluable use within the client's own organisation. It can be used to vindicate the key role that marketing plays in the organisation and to validate the effectiveness of the investment in advertising, media and marketing communications to the main board and to shareholders and the city.

The Australian Effie Awards reward both the client and the agency while creating good PR for the brand.

A successful paper will improve the client's profile within the agency and the team's motivation to work on their business. Clients such as Lion Nathan claim that Advertising Effectiveness Awards have helped with recruitment and motivation of their marketing staff.

If you think it would help, we can lend our voice directly to the debate with a client who may have concerns about allowing an entry. If you would like to take us up on this offer, please contact Jo Libline, Events & Sponsorship Manager at The Communications Council. Phone (02) 8297 3809.



GENERAL RULES & CONDITIONS

- To enter the Effie Awards you will need to complete the entry form in maximum **eight A4 pages** (it will be strictly applied). In addition up to **three A4 pages** of data, such as charts, tables, media schedules, campaign images etc can be appended to the entry or inserted within the body of the document (but if we were to pull out the graphs and charts etc there must not be more than 8A4 of text and 3 A4 of graphs). There are separate entry forms for: Digitally Led Ideas, Return on Investment, Government, Not For Profit and Cause Related Marketing, PR-led Campaigns, Use of Data, Long Term Effects and The Effective Advertiser of the Year. For all other categories please use the General Entry Form.
- Effies Exposed: You are also required to complete the online questionnaire with additional information which will be used for more in-depth analysis of trends etc. This information is not provided to the judges but captured for analysis only. The questionnaire is found with the online registration www.effies.com.au
- Once the online entry process has been completed, fill out the down loadable entry form ensuring that the entry number is clearly marked at the top. An entry form must be completed for each entry and then upload to the website.
- An Executive Summary of no more than 100 words is also required and is not included in the page count. Please insert on the front so judges read first.
- Nominate the category within which you think your campaign should be judged. You can enter your campaign into multiple categories, however you must produce separate entry forms for each category you enter. An entry fee is required for each entry. You should also write the entry to the specific category and not just enter the same entry into multiple categories.
- All entries must have the permission of the client, which may extend beyond the person who approved the campaign.
- There will be no refunds for disqualified entries or withdrawals after the closing date.
- Entries must be original although parts may have been published before.
- All entries must be for work that ran between 1 April 2015 and 31 March 2017 are eligible for entry. Campaigns may have been introduced earlier but must have run during this period and have data relative to the qualifying time. Any campaign may only be entered once. Entries must contain new work and a different assessment period from that presented previously.
- Sales results may extend back over any period of time, provided they also include part of the last two years.
- All work must have been created for Australia. Sales results from overseas are ineligible.
- In the event of a campaign consisting of a number of sub campaigns (e.g. cars), entrants must choose whether to submit it in its totality and demonstrate its effectiveness for the overall brand, or deal only with that part of the campaign that relates to a particular product or sub brand.
- The judges' decision is final and no correspondence will be entered into. Any judge connected with an entry will not take part in the decision on that entry.



GENERAL RULES & CONDITIONS (CONTINUED)

- In signing the entry form, the agency or the client (as the case may be) assigns the entire copyright in the entry irrevocably throughout the world to The Communications Council for the legal term of copyright, and all renewals, extensions and revivals of that term. The Communications Council will grant permission to winning agencies to use material for internal and client or prospect use.
- In respect of all external materials (including without limitation advertising) included in or supplementary to the entry, any permissions required from the copyright owners for their use in connection with the Awards and these rules and conditions, must be obtained in writing prior to submission of the entry and must be delivered to The Communications Council on request.
- The agency or the client (as the case may be) warrants to The Communications Council that neither the entry nor anything included in it or supplementary to it infringes the copyright of any other party, nor is it in any other way unlawful or injurious and indemnifies The Communications Council (for itself and for its licensees, successors and assignees) against the consequences of any claims to the contrary.
- All winners case studies will be made available for publication by the media and on www.effies.com.au. Entrants will be given the opportunity to remove sensitive information before publication. However, the organisers reserve the right to withhold the case from publication should the removal of data significantly impact the credibility of the case.
- The campaign must comply with all legal requirements and industry accepted voluntary codes. Non-complying campaigns will be ruled ineligible. Entries that have had a complaint upheld against them will be disqualified.
- The creation of campaigns and entries should comply with The Communications Council's Code of Ethics - (available for download at www.communicationscouncil.org.au).
- The creation of campaigns and entries should be in line with all other relevant advertising Codes and Regulations.
- Each entry must be for a bona fide client that has paid for media placement (entries for scam campaigns will not be eligible).
- The Communications Council reserves the right to exclude any entry that does not comply with the above rules or technical guidelines.



CONTACT

THE COMMUNICATIONS COUNCIL

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