

Effie® India 2017

Publishing Policy & Permission

Entries that become Finalists and Winners in the Effie Awards Competition will be showcased in various ways. Publication is at the sole discretion of Effie Worldwide and the Effie Awards. Work submitted must be original and you must have secured rights to submit it.

CREATIVE MATERIALS & CASE SUMMARY (Video, Case Image)

The creative materials and case summary you enter into the competition becomes the property of Effie Worldwide and the Effie Awards and will not be returned.

By entering your work in the competition, Effie Worldwide and the Effie Awards are automatically granted the right to make copies, reproduce and display the creative materials & case summaries for educational and publicity purposes such as, but not limited to, the Effie Awards Journal, Effie Worldwide's Website, Partner Websites, Press Releases, Newsletters, Programming/Conferences and the Awards Gala.

Creative materials submitted to the Effie Awards includes your 4-minute video reel. The case summary is your 90 word public summary of your case.

WRITTEN BRIEF

In addition to the above, Effie Worldwide and the Effie Awards offers entrants the opportunity to have their written case published on Effie Worldwide's Website, Partner Websites, and/or the publications as approved by Effie Worldwide and the Effie Awards.

We respect that entries may have information deemed confidential by the client.

Please indicate in the box below whether or not publishing permission is granted for the written brief.

☐ **"YES"** – If you select yes, you agree that the written entry form may be published, reproduced and displayed for educational purposes as it was submitted, so that you may play your part in Making Marketing Better.

☐ **"YES – EDITED VERSION OF YOUR WRITTEN CASE"** – If you select this option, an edited version of your case study will be published, reproduced, and/or displayed for educational purposes.

- Entrants may redact sensitive data in this public version – only judges will see the original submission.

☐ **"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.

Competition Terms & Rules

By checking the box below and as a condition for entry, you indicate that you agree to the competition rules, which are:

Effie® India 2017

1. Any material submitted in the course of entering the awards becomes the property of Effie Worldwide and the Effie Awards and will not be returned.
2. You agree to the publishing policy stated above.
3. You represent and warrant that the Works submitted are original work by you and accurate and will not infringe upon the personal or proprietary rights of or give rise to any claim by any third party, including but not limited to claims based on copyright, trademark, patent, defamation, physical injury, or invasion of privacy or publicity. In addition, if any complaint or claim relating to any of the Works is made by any third party at any time, whether a formal legal complaint or otherwise, you will fully cooperate with Effie Worldwide and the Effie Awards in responding to and defending against such complaint or claim, and you will hold Effie Worldwide and the Effie Awards harmless from and against any such complaint or claim.
4. Where required by law or contract, you will obtain releases, from all persons depicted in any of the Works. You may not agree to any restrictions, limitations or right to review requested or imposed by any persons, including models, owners of property pictured in the Works, or others. You will immediately advise Effie Worldwide and the Effie Awards of any such request or attempted imposition. If you make any subsequent or other use of any of the Works, you are solely responsible for obtaining any necessary releases from any models, persons or owners of property pictured in the Works, and you will hold Effie Worldwide and the Effie Awards harmless from and against any claims by any person arising from any such subsequent or other use.
5. You certify that the information submitted for this case is a true and accurate portrayal of the case's objectives and results and that the case ran from **1st October, 2016 to 30th September, 2017 (12 Months)** the Effie Awards program eligibility time period. Entry constitutes permission to be included in a data set for Effie Awards research purposes that do not breach confidentiality.
6. The credits you submit are considered final and will not be changed for any reason, including if agency and/or client experience a name change and/or merger after the time of entry. The information you submit in the online credits section may be published and/or appear on recognition certificates.
7. You have credited all partners who contributed to the work that is being presented in the entry.
8. The decisions of Effie Worldwide and the Effie Awards in all matters relating to the competition shall be final and binding.

☐ I agree to the competition rules.

Name_____XYZ_____

Title_____CEO_____

Company_____ABC_____