

## Creative Effectiveness Checklist

Please ensure the following steps have been taken before you submit your Creative Effectiveness entry.

1. Client has reviewed and approved the entry
2. Entry fits within size guidelines - 400 word summary & 3,000 written submission.
3. Appropriate and sufficient evidence has been provided to substantiate ALL claims.
4. Footnotes and/or references to support claims have been provided
5. Hard copy support has been supplied- i.e. not just a footnote or weblink.
6. Claims are supported beyond a client's internal sourcing - evidence has been obtained from a 3<sup>rd</sup> party source where feasible
7. All evidence provided is from original source documentation - not excerpts, portions or selective cut and paste from original source documentation. For example, you may refer to a few paragraphs in a 30 page report - include the full 30 page report but make clear which page and paragraph you are relying upon to support your application.
8. Supporting evidence provided is in English.
9. All claims have been correctly and clearly linked to the sources provided. All evidence and appendices are clearly labelled and linked. Please note that the Jury and PwC are pressed for time and will **not** search around for your support documentation.
10. Ensure confidential information has been placed in the appropriate section. All entries will be published on both the Cannes Lions and Warc websites.