

CREATIVE EFFECTIVENESS CHECKLIST

1. Confirmed that your client has reviewed and approved the entry.
2. Uploaded your 3,000 word submission.
3. Provided sufficient evidence to substantiate ALL claims made within the entry.
4. Clearly linked all claims to their sources.
5. Supplied all evidence from the original source documentation in the appendix (If you refer to a paragraph in a 10 page report, include the full 10 page report and highlight/confirm which page and paragraph you are relying upon to support your application. If it the documentation is more than 20 pages, then include the referenced page AND the first and last 5 pages).
6. Included relevant footnotes and/or references to support your claims.
7. Substantiated your claims beyond your client's internal measurements – i.e. shown evidence obtained from a third party source where possible.
8. Provided all of the documents in the Appendices in English.
9. Listed all the categories that your campaign won or was shortlisted in the last 3 years.
10. Ensured any confidential information is supplied only in the 'Confidential Information for the Jury' section.

Please note that written submissions, with the exception of the Confidential Information section and appendix, will be published on the Cannes Lions website.