

HOW TO SUPPORT YOUR CLAIMS

The most common types of claims made by Creative Effectiveness winners relate to:

- **Increase of Market Share**
- **Generation of PR Value**
- **Increase of Sales Volume**
- **Increase of ROI**
- **Increase of Brand Awareness**

Other types of claims can be included and are strongly encouraged, as long as there is underlying support for such claims and assertions.

The most common errors made by entrants!

1. No sources and/or no supporting documentation.
2. Claims supported by a source that was not in English.
3. Claims are supported by a client's internal source, not an independent third party source, or are not endorsed / signed-off by appropriate client senior management.
4. No footnote or reference was provided / cross referenced, making it difficult or impossible for organisers to trace a claim to its source supporting documents.
5. Hard copy support for a claim was provided, but original source document was not attached (e.g. Data was extracted from a third party source, without providing the actual third party documents).
6. Only a website link was included, without providing hardcopy support. Applicants must supply a screen shot or printed pages directly from the website as the organisers and judges will not have time to go to every website.
7. A claim could not be computed / linked to the source provided.