

CASSIES Rules of Entry

1. To enter the CASSIES, you are required to submit a rigorous written case study, **3,000 words maximum**, with supporting advertising materials. In addition, you may also include a video summary of the case, no more than TWO MINUTES in length.
2. For all CASSIES entries, the word "advertising" stands for **any and all channels of integrated marketing communication**, and is not specific to any particular channel i.e. it is media-neutral.
3. All cases must be submitted **using the case template**. Any cases submitted in other formats (e.g. pdf) will be automatically disqualified.
4. **Only one version of a case** can be submitted, included in which must be all the category entries pertaining to that case. The case must be written holistically to encompass all the categories entered, while advocacy for the award-worthiness of any or each category entered should be addressed only within the "Why should this case win in the category(ies)" section of the form.
5. Entries have to come from a "client/agency" team (the agency can be in-house) with the **client signing an Entry Release Form**, which must be uploaded as part of the online entry. Neither client nor agency need to be a member of any agency body (e.g. ICA, A2C) in order to submit entries.
6. In signing the Release Form, clients are giving formal approval to the case, and permission to publish if it wins. There **cannot be selective editing of winning cases prior to publication** to remove sensitive information. What gets submitted and judged gets published if it wins.
7. The work must be substantially **conceived and created by the Canadian-based team** submitting the case i.e. it must not be a lift or light-touch adaptation of work created abroad. Adaptations of global campaigns may be submitted if, in the opinion of the judges, there has been substantial local input into the work.
8. The work **must have run at some stage within the 24-months prior to final entry date**. There are no geographical limitations on where the work was run.
9. Each case is based on a Business Results Period (BRP), which must be made up of consecutive months' results after the commencement of the advertising. If the advertising started mid-month, case writers can choose either that month, or the subsequent one, as the first month in the BRP.
10. There is **no limit on the number of different cases an Agency/Client team can submit** each year.
11. There is **no limit on the number of different categories an individual case may enter** as long as the case meets the qualifying criteria for each category. However, no individual case can win more than three awards in any one year. The chances of winning are not affected by the category(ies) selected; each case is adjudicated on its own merits irrespective of the level of competition within each category.
12. Judges award three levels of prizes: Gold, Silver and Bronze. They will also decide on a Grand Prix Best of Show. Award definitions are as follows:
 - Gold: Exceptional thinking and communications proven to deliver exceptional business results.

- Silver: Campaign with exceptional elements of thinking/communication proven to deliver exceptional business results.
- Bronze: Campaign proven to deliver clearly superior business results.

13. The **decision of the judges is final**. No correspondence will be entered into.
14. If a case has won a CASSIES award in prior years, that **identical case cannot win again**. However, an updated/expanded version of an earlier winning case may be submitted in subsequent years. Cases not receiving an award in any one year can be resubmitted unchanged the following year provided the work has run during the 24-months prior to final entry date. Cases previously awarded in Sustained Success can, with a minimum of an additional 12+ months' data, enter the Long Term Success category. Previous winning cases in the Long Term Success category can, with a minimum of an additional 24+ months' data, re-enter the category.
15. Cases submitted in French will be translated, but we strongly recommend that cases are submitted already translated into English by the Agency/Client team to ensure that all the nuances are captured.