**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. 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.
2. No footnote or reference was provided / cross referenced, making it difficult or impossible for organisers to trace a claim to its source supporting documents.
3. Hard copy support for a claim was provided, but original source document was not attached (eg. Data was extracted from a third party source, without providing the actual third party documents).
4. 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.
5. A claim could not be computed / linked to the source provided.
6. A claim was supported by a source that was not in English.
7. Zero source and/or nil supporting documentation.