



## **APAC Effie Online Entry Form**

With the 2018 Online Entry Form, we have noticed that entrants are facing some issues navigating the new Online Entry Form, thus we have come up with a series of tips to guide the entrants in submitting their Online Entry Form.

### **1. Quick Tips**

Please find the quick tips at <https://www.youtube.com/watch?v=yJEIuIT2bo0>  
Watch the video on how best to present your written case.

### **2. Charts and Graph Tips**

Here are some tips to help you better present your charts and graphs. You can upload up to 3 to 5 tables and charts at the end of each question (depending on the question).



# 1. Charts Readability

Examples of **POOR** charts and graphs that affects readability.

Fig 1.1 & Fig 1.2 The font size is too small.

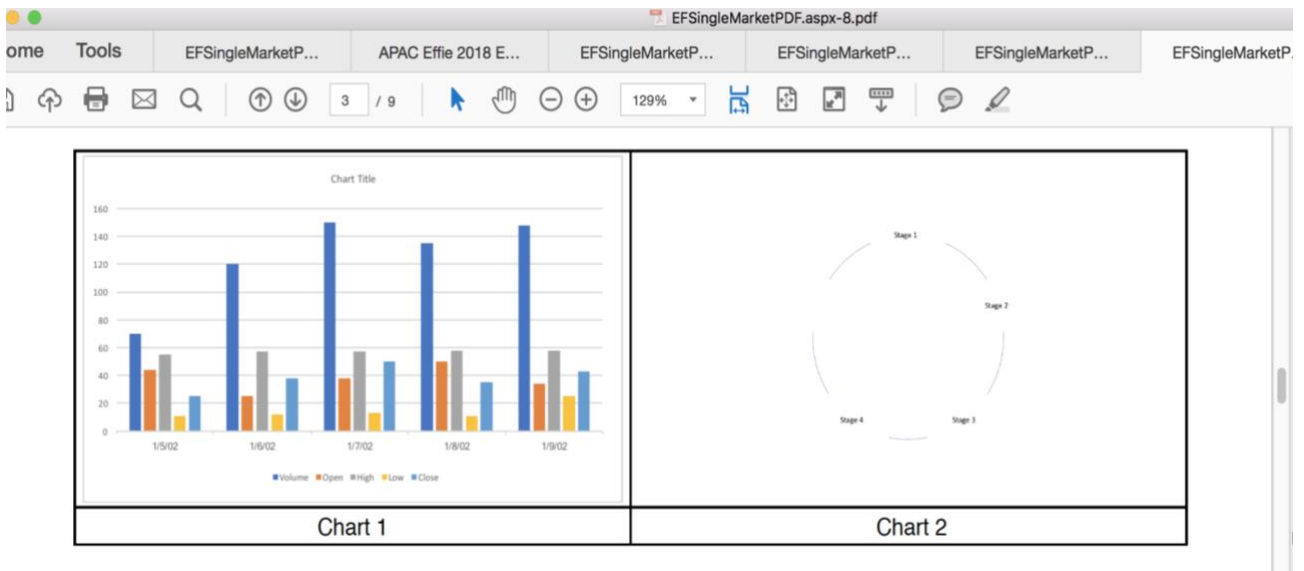
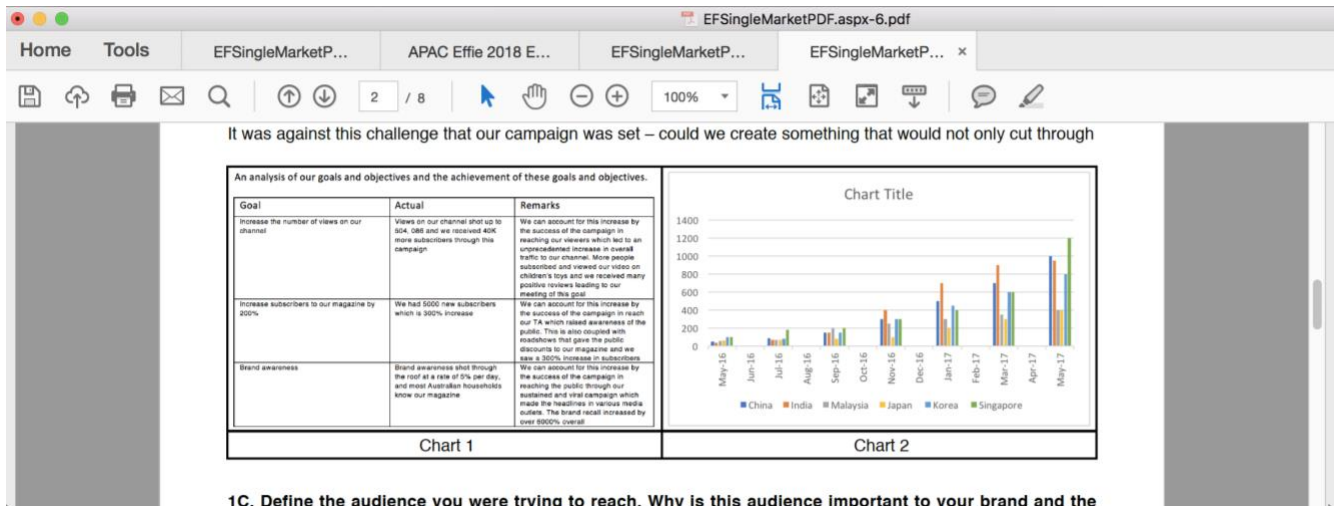




Fig 1.3 Complicated charts and clutter makes it hard for judges to follow your case.

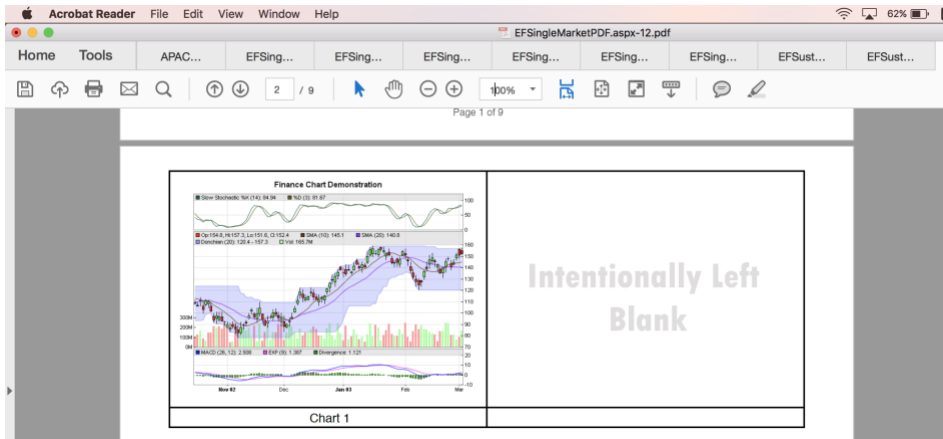


Fig 1.4 Chart is uploaded the wrong way.

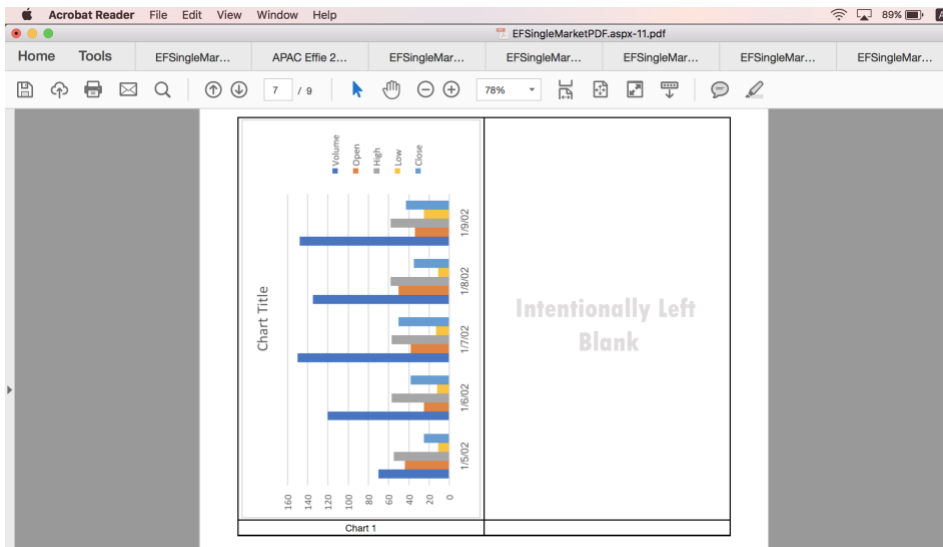
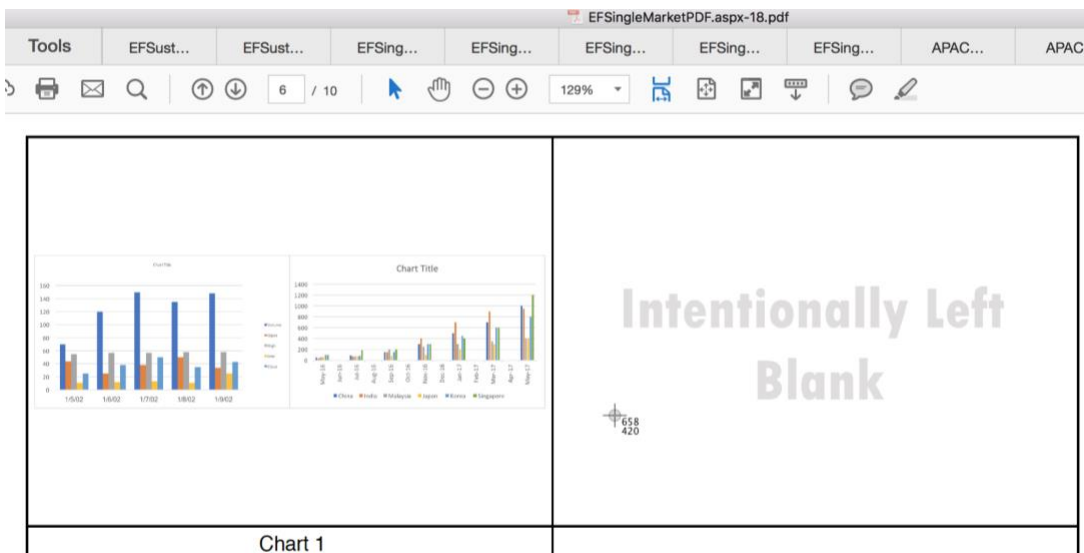


Fig 1.5 Do not squeeze two charts as one image as readability is compromised.





## Examples of **BETTER** charts and graphs:

Fig 2.1 Increase font size for ALL text, including legends to enhance readability.

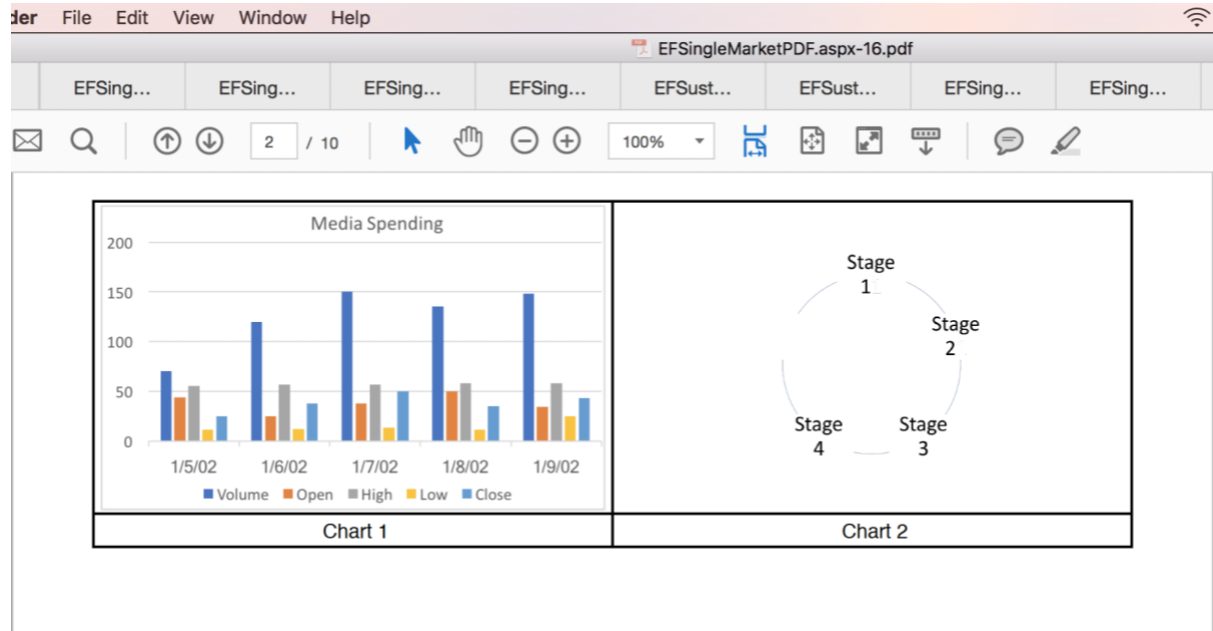


Fig 2.2 Ensure the chart is uploaded correctly.

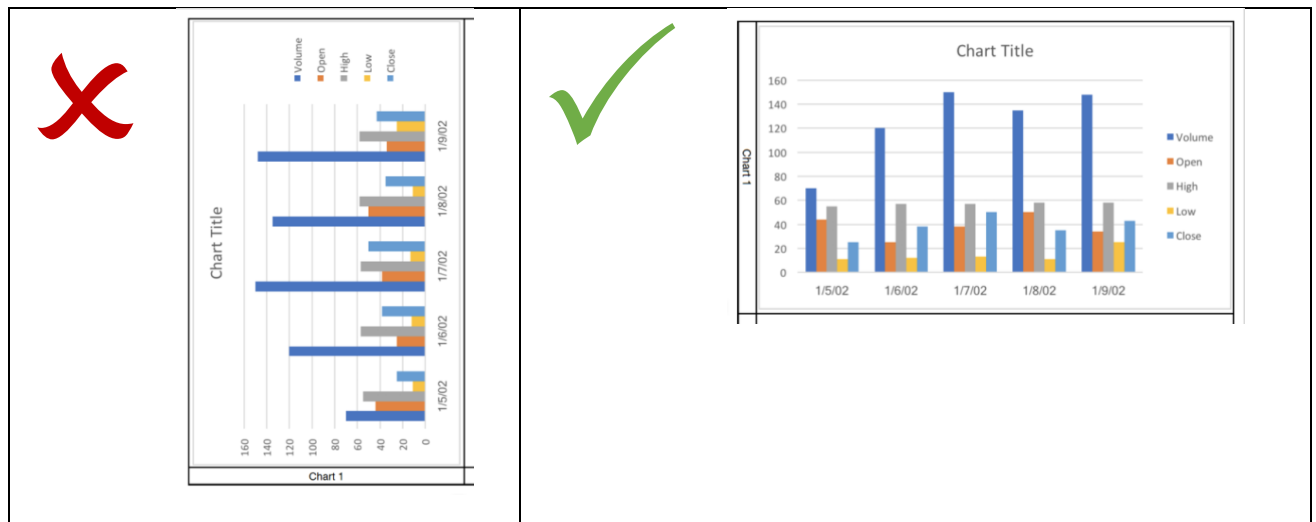




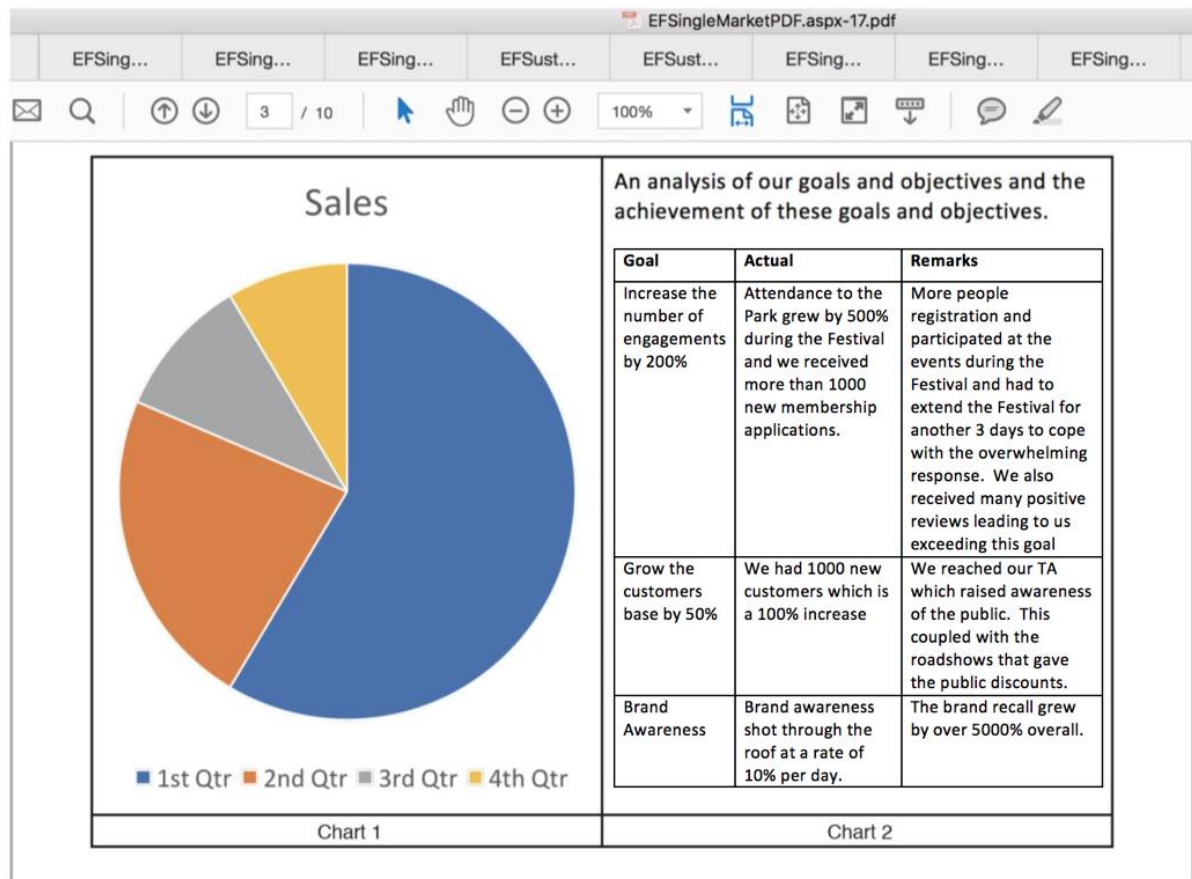
Fig 2.3

One chart per image.

Simple and uncomplicated charts.

Optimises the space given by reducing the white space around the charts and tables.

Readable font- type and size.



## 2. Checking your Charts

Do ensure that all charts are **READABLE**.

As judges view the PDF, you should print the PDF for review. **If you cannot read the Charts and Graphs, the judges will not be able to read them too.**

## 3. Referencing your Charts

In your answers, give reference to the charts so that the judges can follow the information clearly.

You may reference your chart through the use of brackets and the corresponding chart number (i.e. See chart 1)



Fig 3.1 Referencing Chart

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Remaining word count : 1 (max 150)

Upload charts/graphs (up to 3 charts/graphs) [Chart 1](#)

## Final Reminders:

- The Online Entry Form only accepts PNG or JPG formats for any Charts and Graphs.
- You can use colour in your Charts and Graphs.
- You are NOT allowed to upload any screen grabs or other images of your creative elements into the area for charts and graphs.
- You are NOT allowed to include competitor’s logos and creative work into your Charts and Graphs.

Do refer to the Entry Kit, Section 3 for Entry Submission and Section 5.1 for Key Reasons for Disqualifications.

Please do not hesitate to contact the APAC Effie support team at 63387739 or [support.apaceffie@tenasia.com.sg](mailto:support.apaceffie@tenasia.com.sg)

All the best for your Entry Submission!

Regards,  
APAC Effie Support Team

**Disclaimer: All text and data presented in the Charts are meant to illustrate how a chart should be formatted and not how to write your case. Any similarities are purely coincidental.**