LIONS



LIONS Integrity Handbook

Updated October 2026

The LIONS Integrity Handbook represents our commitment to protecting creativity's reputation as a powerful economic and cultural force. It's designed not to restrict creativity, but to fortify it - ensuring breakthrough work gets the recognition it deserves while preserving the integrity that makes the recognition meaningful.

Our role as a global convenor and industry benchmark comes with responsibility: to codify standards, to listen openly, to evolve without losing rigor and to ensure that creativity remains a powerful, verifiable force for business growth and societal progress.

This handbook represents our commitment to three fundamental goals:

Legitimacy. Every entry should represent real work, created for real clients, with real results. No fabrication, no exaggeration, just genuine impact that deserves recognition.

Credibility. Work should demonstrate the highest levels of professionalism, responsible representation and authentic connection to business objectives. We celebrate creativity that drives progress.

Integrity. All Entrants and Jurors must act with integrity – adhering to the rules and behaving in a way that won't bring the industry or LIONS into disrepute.

This handbook builds on the processes and systems we have established as part of our commitment to creative legitimacy. Every submission into the Awards requires proof of impact and authenticity validation, with clear consequences for misrepresentation. We remain impartial and transparent in every decision, and with the continued support of the global creative community, we will keep evolving these standards and provide regular updates on our progress.

This handbook is part of an ongoing commitment- a comprehensive framework designed for industry-wide adoption as a blueprint for safeguarding creativity's reputation and economic value.



Simon Cook
CEO
LIONS

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How to use this guide

The LIONS Integrity Handbook is designed as a practical guide to help entrants - and the creative industry more broadly - understand the standards we expect when an entry is submitted into our Awards and the consequences of not adhering to the rules.

Creative excellence is still the primary judging criterion, but this guide provides a clear framework for participation across three core pillars: **legitimacy**, **credibility** and **integrity**. Within each section, you'll find guidance on what is and isn't acceptable. At the end there is a useful checklist and a glossary of the definitions we're using throughout this document.

✅ **DO = What you should do**

⛔ **DON'T = What you can NOT do**

ℹ️ **INFO = Background context**

The foundations for submitting an entry

Our Guiding Principles serve as the foundation of the Awards. These principles require all entrants and Festival organisers to act with:

- fairness and integrity
- transparency and accuracy
- ownership and responsibility
- good faith and cooperation.

When everyone complies with the rules, the very best work rises to the top. And that starts with ensuring that your entry is legitimate and meets the requirements to compete.

DO	DON'T
· Only submit work that was genuinely created for a client/brand · Ensure the work launched publicly within the relevant eligibility period · Include sources for all results and claims made in your entry · Get explicit permission to submit from the CMO/Business Leader of the commissioning brand before you start · Inform the CEO of the entrant company and CMO/Business Leader of the commissioning brand that they should expect an email from our team requesting their approval of the work listed in the entry · Ensure that you have the required licences, consents and rights to enter into the Awards · Keep clear records of campaign timelines and key milestones	· Don't submit work that is made only for Awards · Don't fabricate sources or include campaign mock-ups. If you can't verify the information provided and show that it happened, don't include it in your entry · Don't make claims in your entry that you can't directly attribute to the work e.g. "We changed the law" · Don't submit work without consulting the CEO of the entrant company or CMO/Business Leader of the brand. They will be required to approve the entry, so make sure they know it's coming · Don't use unlicensed music, images or other intellectual property

INFO: To read the rules in full, download Entry Kit 2

Legitimacy of the entry, data and results

LIONS is the home of creativity, and the Awards recognise the full spectrum of creativity - everything from craft to creator to commerce.

But we're not celebrating creativity for creativity's sake. The impact of an idea is a key measure of excellence - and the way you present the outcomes of your efforts is crucial.

To ensure accountability, you should be prepared to verify claims made in your submission at any point of the process. This could include sharing media plans, unedited assets or original campaign materials. At any point, the Festival can contact the brand to provide additional context about campaign details or consult industry experts.

DO	DON'T
· Only include real, verifiable results · Keep a record of data sources and methodologies of analysis · Be prepared to share the sources of your results for verification, e.g. client-provided data, third-party data analytics, research firms, news articles, video clips, social posts · Disclose special circumstances, e.g. the work ran in a limited market or was in a test phase	· Do not include fabricated, manipulated or exaggerated results, statistics or benchmarks of any kind. If you cannot verify the information provided, don't include it in your entry · Make claims that are misleading or overstate the impact of the work e.g. because of this campaign a law changed.

INFO: Verification may include requests to review original documents and sources, technical checks and direct contact with brand CMO for confirmation.

Proof of Impact

You'll need to provide proof of impact to support each claim, statistic, result or outcome that you mention in your written submission and supporting material. This is compulsory for all entries. This also includes results and claims made in information decks provided for the Creative Strategy and Creative Brand Lions.

If you haven't included any results, you can upload a document declaring that no results were included and our team will review your entry to confirm.

If you are including figures in your entry or supporting materials, the aim is to communicate impact clearly while ensuring that all figures and statistics are accurate, credible and presented at the appropriate level of precision. Follow the guidance below to keep your numbers consistent. When submitting your Proof of Impact **only exact figures will be accepted.**

Types of sources that will be accepted

- Third-party analytics
- Platform analytics
- Public reports
- Images of account dashboards
- Signed client letter on official letterhead

If you are submitting a Client Letter, please ensure that it is signed and on official company letterhead. All results and claims listed in your entry must be explicitly stated in the letter and should include the exact figures and the data source for each. If a result appears in your entry that isn't included in this letter, your entry will not be accepted as verified.

What counts as proof
News articles, video clips and social posts demonstrate your campaign's presence and reach in the market, but they don't verify the measurable outcomes included in your entry. And insights or strategic observations about the approach don't require proof of impact documentation.

If in doubt, ask, "Can this proof be independently verified, and does it explicitly confirm the exact claim I'm making?" If the answer is no, it's not acceptable proof. See the table below for examples.

✅ ACCEPTED FORM OF PROOF	⛔ UNACCEPTABLE PROOF OF IMPACT
· A signed letter on official company letterhead from the client that explicitly states all result claims made in your entry · Screenshots of dashboards that are clearly dated and numbered · Third-party measurement reports from recognised analytics or research firms · Platform analytics (e.g., Facebook Insights, YouTube Analytics, LinkedIn Campaign Manager) · Public reports with accessible links for verification · Client-branded decks when accompanied by an official client letter on letterhead	· Email from a client (even if it confirms results) · Generic confirmation letters that don't explicitly state the specific results claimed · Undated or unclear screenshots that cannot be verified · Secondary sources without links to original data · Articles, press coverage, or media reports as standalone proof of impact · Client decks **without** an accompanying letter on official company letterhead · Spreadsheets of data cannot be verified

Documentation standards and good practice

When preparing your proof of impact documents, follow these guidelines to ensure clarity, accuracy and credibility.

Record keeping
Keep comprehensive records of all **data sources and methodologies** of analysis used to produce your results. All proof must be provided in its **original language** to ensure authenticity and translations can be provided alongside original documents.

Disclosing special circumstances
If your work **operated under special circumstances,** such as limited market testing, a pilot phase or within a controlled environment, you should disclose these conditions clearly in your submission.

Accuracy of numbers
When referencing data in your award entry or supporting materials, please ensure that all numbers and statistics are accurate and clearly presented. As outlined below, percentages may be rounded to one decimal place and absolute numbers to two significant figures, or you may use appropriate qualifiers in your submission e.g. almost, nearly, approximately.

The Proof of Impact material must always show exact numbers. See table below for examples.

LEVEL	WHERE	RULE	EXAMPLE
0-Original Data	Proof of Impact	Use original, unrounded data	12.34%, 56,789 people
1-Text	Written narrative, Case films	Round percentages to 1 decimal; round absolute numbers to 2 significant digits	12.3%, 57,000 people

Avoiding misleading claims
Similarly, you must **avoid making misleading claims that overstate the impact of your work.** If you cannot provide direct causal proof of your campaign, don't state in your entry that this work resulted in a specific outcome. It may have contributed to the outcome but make the distinction clear. Unverifiable statements that cannot be traced back to a legitimate data source won't be accepted. Any claims that cannot be verified by sufficient proof, will need to be removed from the entry or the entry may be withdrawn.

No results to report
If you haven't listed any results,you can upload a document declaring that **no results** were included in your entry and our team will review your entry to confirm.

How to Submit Your Proof of Impact

1. On the entry system, go to the dedicated **Proof of Impact** tab. Here you will be required to submit materials that support the claims made in your submission.
2. Each claim should be listed separately and include the relevant proof.
3. To begin, click **"Add another result."** A new section will appear where you can list your claim and complete the required fields.
    a. Select the **source** that supports each result, claim or statistic from the dropdown menu and specify the provider and time frame.
    b. Upload the **proof document** that corresponds to that specific result, claim or statistic.
4. If your entry includes more than one result or claim, repeat this process for each additional claim by clicking **"Add another result"** again.
5. Once all claims have been completed for an individual entry, you can use the clone function to copy the information across other entries in the same header campaign.

Important Points to Remember

- If you are submitting a client letter, please ensure that all claims and results are included in the letter as well as listed as separate claims in the system. Our team will review and, if information is missing, we will ask you to provide proof of any results which haven't been verified.
- If you haven't listed any results or made any claims in your entry, then you can type "No results listed", select other and upload a document stating that no results are listed in your entry. Please note that our team will review and if claims or results are found, we will ask you to provide proof to support those claims.

You'll find a template for the client letter at the end of this document. If you still have questions, please contact integritychecks@canneslions.com.

Authorisation to Submit Process

Entrants must provide the details of a senior executive from both the brand and the entrant company (CEO and CMO) who can formally approve the submission.

You'll need to provide a work email address that matches the contact details provided. Our team will review these details. Personal email addresses (e.g. Gmail or Yahoo) or generic contact emails (e.g. info@, hello@) will not be accepted.

After all entries have been checked out and processed, these individuals will receive an email to confirm that the results included are factually accurate. These emails will be sent from integritychecks@canneslions.com. Entrants and any group contacts will be copied into these emails.

The Executives will have an approval window between 01 - 11 June.

Senior Executive Criteria

SENIOR EXECUTIVE: ENTRANT COMPANY	SENIOR EXECUTIVE: BRAND
· This should be the most senior person at the entrant company. · Job titles that will be permitted include Chief Executive Officer (CEO), President, Managing Director (MD), General Manager (GM), Founder, Co-Founder, Owner, Executive Director (ED), Principal, Chairperson or Chairman/Chairwoman.	· This is the most senior person at the Brand, responsible for the work being submitted. · Job titles that will be permitted include Chief Marketing Officer (CMO), Vice President (VP) of Marketing, Marketing Director, Chief Brand Officer (CBO), Chief Growth Officer (CGO), Chief Customer Officer, Chief Digital Officer (CDO)

DON'T

SENIOR EXECUTIVE: ENTRANT COMPANY	SENIOR EXECUTIVE: BRAND
· If the job title does not match the list above, you will be required to provide justification explaining how it fulfils the responsibilities outlined in our eligibility criteria. The Senior Executive of the Entrant Company must: o be in charge of the entrant company's P&L o have authority to make decisions about festival submissions o be responsible for setting company's strategic direction o have ability to allocate resources and approve budgets o represent company at highest level externally o be accountable for overall company performance and reputation	· If the job title does not match the list above, you will be required to provide justification explaining how it fulfils the responsibilities outlined in our eligibility criteria. The Senior Executive of the Brand must: · o be accountable for the brand's positioning and reputation in the market o have the authority to approve marketing campaigns, creative work, and results submitted to an international festival. o have decision-making authority over the allocation of marketing budgets and resources. o lead the development and execution of strategies to drive brand growth, customer engagement, and market share. o represent the brand at the highest level in external engagements, partnerships, or industry events. o be responsible for ensuring the accuracy and authenticity of marketing results and data submitted for awards or recognition

Brand as Entrant

If the entrant is a brand, then the CMO, or equivalent, can be listed in both CEO and CMO roles. They will only be required to approve each campaign's entries once, fulfilling both roles' duties.

Changing the Senior Executive

If you need to amend the details of the Senior Executive after the entry has been checked out, please get in touch with integritychecks@canneslions.com as soon as possible. The team can unlock the Contacts section of the entry, and you'll need to provide updated contact details and justification as to why this person is the most appropriate person.

If Senior Executives don't authorise entries

If the Executives do not approve the entries, the Integrity Team will get in touch with the entrant to inform them of the situation. Any entries not authorised by either CMO or CEO may be withdrawn without refund.

Acceptable AI usage and disclosure

As AI technology improves, so does its scope and impact across the advertising and marketing industry. It's important to ensure that, regardless of how you implement AI in your work, you're using it responsibly and transparently.

For the purposes of the Awards, responsible and acceptable uses include using AI to assist with creative ideation, exploring creative concepts with clear human creative direction, enhancing production processes and analysing data or streamlining workflows or processes.

What isn't acceptable is fabricating campaign results and impact, falsely attributing AI-generated work as human-created, creating artificial 'proof' or false testimonials, generating fake metrics or altering content without disclosing what has been manipulated.

DO	DON'T
· Complete the AI disclosure question for every entry submitted · Provide full details of how AI was used in the work and in the entry · Demonstrate proper attribution by ensuring that you've clarified all AI contributions to the work and not presented any of them as human creativity · Disclose the methodology used to ensure the accuracy of AI-generated data analysis · Mention if you've used AI to translate your entry or as a voiceover on your case film.	· Don't use AI to generate or enhance results, or to fabricate campaign metrics or impact · Don't present AI-generated work as entirely human-created · Don't create artificial 'proof' of campaign implementation or 'testimonials' and present them as authentic · Don't include work that has been enhanced by AI or has AI-generated elements without disclosing what has been altered · Don't create synthetic representations of campaign reach or effectiveness · Don't create in-situ examples of the work, which did not happen in that location

INFO: Since 2024, we've asked all entrants to disclose whether AI was used. This is a mandatory question and asks you to outline which tools were used, what elements of the work or entry were enhanced by AI, what the data sources were and how the outputs were independently verified.

AI-assisted voice-over and translation should be disclosed for transparency. However, the use of AI for these specific purposes will not impact the evaluation of your entry. By disclosing this, it removes any ambiguity and ensures the jury has complete information about your submission.

Credibilibility of the work

We know that creativity can be a significant force for good in the world and that purpose-led work - when it sits at the heart of a company's mission and decision-making - can be a powerful differentiator.

LIONS Juries are encouraged to consider the difference between work that's driving a client's business while doing good for the world and work where a company may have attached itself to a social cause where it doesn't really have permission to play (see glossary).

We're active champions of work that rejects stereotypes, confronts prejudice and promotes positive societal change. But for work in this space to have true impact, it needs to be embedded throughout the organisation, not just an external campaign.

The other area that requires careful consideration is the topic of sustainability. Cannes Lions encourages all efforts that advance sustainability across the industry. However, to ensure that winning work in this space is credible and connected to long-term sustainability commitments, the Jury will consider three additional evaluation criteria, where relevant:

- **Impact:** What are the measurable environmental outcomes?
- **Integrity:** Are the claims credible and meaningful and do they reflect the scale of the brand?
- **Relevance:** Is there strategic alignment and sustained commitment?

DO	DON'T
· Ensure the work is connected to thebrand's objectives and it isn't aligning with a cause or an issue for the purpose of the Awards · Demonstrate how the idea feeds into a broader, more long-term brand strategy · Outline how the results are proportional to the size of the brand. Put the impact of your work in context · Make sure that any sustainability claims are credible and accurately represent the environmental impact · Ensure that any representation of people and cultures is done with respect (see glossary)	· Don't exaggerate the impact of your efforts · Don't include stereotypical, exploitative or objectifying content (see glossary) · Don't include content featuring individuals without their consent

INFO: LIONS is proud to be a founding member of the Unstereotype Alliance, supporting the invaluable work they do to eradicate harmful stereotypes in all media and advertising content.

We've worked with global Sustainability Consultancy SLR to provide guidance for both Jury members and entrants. This framework is intended to show what good looks like when it comes to sustainability and to ensure you know what information we need you to provide so that our Jury can make informed decisions where there is a sustainability angle to the work.

Integrity of the judging process

Each year, Jury members are appointed for their expertise, their industry reputation, their work and, above all, their integrity. Before they begin, they're required to sign a code of conduct and join training on the judging process, the Jury platform and how to mitigate bias in relation to assessing what great creativity looks like.

When it comes to the judging process, there are robust measures in place to ensure fairness, transparency and impartiality. These measures are designed to eliminate conflicts of interest and maintain the credibility of the Awards.

At each stage of the process, we monitor voting patterns to identify any unusual activity or potential bias. Any anomalies are flagged for investigation, and if necessary, the Jury President will be alerted. Although instances like this are rare and often innocent, this system ensures that Jurors can vote without external pressures or political influence, focusing solely on awarding the best work.

To ensure full transparency, all entries related to a Juror's company or other affiliation are flagged in the system. If a Juror is presented with work from their own brand or business, their vote is removed, and they must leave the room for any discussion. This process allows the other Jurors in the room to participate fully while safeguarding the impartiality of the results.

Throughout, we encourage Jurors to approach all entries with an open mind, giving progressive and innovative work the time and consideration it deserves. If any Juror has doubts about the authenticity or legitimacy of a piece of work, they're encouraged to consult the Cannes Lions team or their Jury President. This ensures that any concerns are thoroughly investigated and that the judging process remains fair and transparent.

DO	DON'T
· Ensure all companies and individuals involved in the work are credited appropriately · Submit your entries on time so that the Jury can give your work the attention it deserves	· Don't contact the Jury to share your work · Don't lobby the Jury to vote for your work in the Jury room · Don't contact Jury members for updates on how work is performing at any stage of the judging process · Don't attempt to influence Jurors to vote against a competitor's piece of work

We ask Jurors to disclose when activity occurs that could call the integrity of the judging process into question. Any offending entrants will be subjected to the consequences of non-compliance of our rules.

During the all-important discussions, where the jury finalise the shortlist and award winners, we have trained observers present. They monitor the discussions so that they remain balanced, fair and free from political bias and ensure the jury can focus on championing the very best work.

INFO: All Jury members receive bias mitigation training to help them identify how bias can impact decision making and ensure they are aware when making a creative evaluation.

Consequences of non-compliance

These measures have been introduced to ensure that the work awarded at the Festival is the best representation of how powerful a differentiator creativity can be. They exist to reinforce the importance of accountability, accuracy and fairness and supplement the Awards Rules which govern all entries to the Awards.

As the industry continues to evolve, it's crucial we all understand, and adhere to, the principles in this handbook.

Violations of our rules may result in withdrawal of awards, disqualification,exclusion from our Juries or even a ban from future Festivals.

Any investigations will be handled through a formal process, and escalated cases will be reviewed by an independent Integrity Council. This process ensures anyone can report suspected breaches confidentially.

To report a concern, please contact awardsintegrity@canneslions.com.

Annual review

Our industry is evolving at a rapid pace. Our Awards will, too.

We'll be reviewing the LIONS Integrity Handbook annually to include updates on guidance for accepted use of new technologies. Each edition will reflect any changes to our verification methodologies and outline any additional transparency requirements.

Entry checklist

- ❑ **Work is legitimate.** You have evidence that the work has been created for a real client and it launched publicly within the eligibility period
- ❑ **Brand permission secured.** Your CMO and Business Leader have approved the submission and know they will receive a verification email
- ❑ **All IP is licensed.** Any music, images or content included in your entry has been properly cleared for use
- ❑ **Results are real.** All data and claims made in the entry is verifiable and all sources are documented
- ❑ **No fabricated content.** Everything submitted in your entry exists and has not been manipulated or misrepresented
- ❑ **Genuine brand connection.** The work serves genuine business objectives, not causes adopted solely to win Awards
- ❑ **Documentation ready.** You have kept records of all the materials used in your entry, including links to articles and data and you are prepared to verify any claims if requested

Glossary

Artificial intelligence (AI): Systems designed to perform tasks that typically require human intelligence, including but not limited to generative AI tools (text, image, audio, video generation), machine learning algorithms, computer vision systems and natural language processing tools.

Credibility: The extent to which claims, actions or communications are genuine, substantiated by evidence and align with an organisation's actual practices and capabilities.

Exploitation: when a historically dominant group dehumanises or takes advantage of lived experiences of historically marginalised groups for their own commercial gain. This can also present as brands being performative by signalling support and solidarity with marginalised groups in an attempt to build social capital.

I**ntegrity:** The commitment to maintaining trust and fairness by acting with honesty, transparency and consistency - matching actions with values held.

Legitimacy: The state of being real, valid and properly authorised, able to be verified and substantiated through credible evidence and proper processes.

Respectful representation: meaningful descriptions or portrayals of people or cultures, free of stereotypes. Instead, there is purposeful and accurate portrayal.

Right to play: the brand has a robust rationale for external campaigns via visible actions in relation to workforce, suppliers, community, philanthropy, activism etc. I.e. what the brand says is aligned with what the brand does.

Scam work: Work created solely to win Awards.

Stereotyping: a reductive practice that uses assumptions or generalisations about a person or group of people.

Synthetic media: Content that has been created, altered or manipulated using AI technologies, including AI-generated images, videos or audio; deepfakes or manipulated representations of people or events; computer-generated environments or scenarios.

AI disclosure question

Was AI (artificial intelligence) used in the work or the entry materials?
If AI was used, you must disclose how it was used, considering the following:

- What AI tools were used?
- What was the extent of AI use in the final work or submission?
- What were the data sources or inputs for any AI-generated elements, and where did they originate?

For guidance on acceptable AI usage please refer to the LIONS Integrity Handbook.

Misrepresentation or wilful omission may result in your entry being withdrawn.

FAQS

What exactly is the authorisation to submit process?

As part of the entry process, you need to provide the details of a senior executive from both the brand and the entrant company (CEO, CMO or equivalent) who can formally approve the submission. This verification step ensures that the most senior representatives responsible for the company are aware that the work is being submitted, confirms the accuracy of your claims, and protects all involved from misrepresentation.

How does the authorisation process work?

Before starting your entry, make sure to get explicit permission from the CMO of the brand and the CEO of your organisation. If you are part of a brand and are entering yourself, then your CMO will be the key contact for both. You'll need to make sure it's their work email and that it matches the contact provided.

Our team will review all entries to ensure there are no eligibility or integrity issues and prepare them for judging. Once all entries have been finalised we will send an email directly to both CEO and CMO. This email will come from integritychecks@canneslions.com and they will be directed to log into a personalised account to review and approve their entries.

In the platform, they will see a full list of all entries where they have been listed as the key contact. Each entry can be clicked to view the submission in full. The request is to review the results to ensure that they are correct and click approve.

The approval confirms that all claims made in the submission are factually accurate.

What should we do with Proof of Impact if there are no results to provide?

Each entry must submit a proof of impact document. If no results are included in your entry submission, you can upload a document declaring that no results were included. Our team will review the entry submission to confirm this.

How should we prove results that are hard to quantify?

If claims cannot be backed by evidence, they should not be included in the submission. Proof of impact is required for all claims made.

Will my Proof of Impact be shared publicly or with the Jury?

No, the Proof of Impact is for internal verification only and will not be shared with the jury.

Client Letter Template

Below is a template that you can use. It is not intended to be prescriptive, but it aims to provide a sample of the types of results that might be included within an entry.

[Client Company Letterhead]

Date: **{{DD MM YYYY}}**

Dear Eurobest Awards,

We are writing to confirm the results of the campaign **"{{Campaign name}}"**, developed in partnership with {{Agency name}}, which ran between **{{Start Date – End Date}}.**

The campaign delivered the following verified business and brand outcomes:

Business Impact

- **Sales:** [e.g. +30% increase in sales vs. prior period / vs. control]
  (Source: Internal sales data)
- **Revenue impact:** [e.g. £X incremental revenue generated]
  (Source: Internal sales data)
- **Market Share:** [e.g., X% increase in market share]
  (Source: Third-party measurement company)

Brand Metrics

- **Brand Awareness: [**e.g. +X percentage points increase]
  Source: Brand Tracking study provider and date)
- **Brand Consideration:** [e.g., +X percentage points increase]
  (Source: [Brand tracking study provider and date])
- **Net Promoter Score (NPS):** [e.g., +X points improvement]
  (Source: [Research methodology and provider])

Engagement & Reach

- **Impressions:** [e.g., X million impressions delivered]
  (Source: [Platform analytics - specify platform])
- **Engagement Rate:** [e.g., X% engagement rate]
  (Source: [Platform analytics - specify platform])
- **Video Completion Rate: [**e.g., X% completion rate]
  (Source: [Platform analytics - specify platform])
- **Website Traffic:** [e.g., X visits / X% increase]
  (Source: Google Analytics / [Specify analytics platform])

Customer Behaviour

- **New Customers Acquired:** [e.g., X new customers]
  (Source: CRM data / [Specify system])
- **Purchase Frequency:** [e.g., X% increase in repeat purchases]
  (Source: Internal customer data / [Specify system])
- **Conversion Rate:** [e.g., X% conversion rate / +X% vs. benchmark]
  (Source: [Specify analytics platform])

Special Circumstances Disclosure:

[If your campaign operated under special circumstances, include this section:]

This campaign operated under the following conditions:

- [e.g., Limited market test in [specific region/demographic]]
- [e.g., Pilot phase with controlled audience]
- [e.g., Specific testing environment or parameters]

Measurement Methodology:

All results were measured using [describe methodology] and compared against [baseline period / control group / industry benchmark].

I confirm that these results are accurate and attributable to the campaign during the stated period and have been verified internally.

If further clarification or additional information is required, please contact.

Kind regards,
{{Full name}}
{{Job Title}}
{{Brand Company name}}
[Email / Contact details]