

MIXX Awards Europe 2025

Entry Notes

The MIXX Awards Europe are designed to recognise and celebrate excellence in digital advertising across various formats and platforms. The acronym "MIXX" stands for "Marketing and Interactive Excellence." These awards honour campaigns that demonstrate outstanding creativity, innovation, and effectiveness in the digital advertising landscape. The MIXX Awards Europe recognise and celebrate the best digital advertising campaigns in Europe.

2025 MIXX Awards Europe

IAB Europe hosts the MIXX Awards Europe annually. 2025 will mark the 14th year of the MIXX Awards Europe. All European campaigns that have been entered into another IAB MIXX Awards national competition (or other national competition if there is no national IAB MIXX Awards competition) or international award competition from 2024 to present can be entered.

The judging process involves a panel of esteemed experts from international organisations, ensuring a rigorous evaluation of each campaign's creativity, effectiveness, and overall impact. These awards not only honour the best in digital advertising but also serve to educate the marketplace about successful strategies and inspire future innovations in the industry.

Gold, Silver and Bronze awards are available for each category. Gold award winners will be entered into the MIXX Grand Prix award representing the pinnacle of achievement in European digital marketing this year. One Grand Prix winner is selected by the judging panel for the Grand Prix 2025 winning campaign. The 2024 Grand Prix winner was [Hinz&Kunzt 'The Homeless Gallery' by Mediaplus](#)

Winning campaigns will become part of the [IAB Europe Knowledge Hub](#), a library of resources for industry professionals to use in their strategies and daily work. Last year's award recipients showcased magnificent achievements across 21 categories, demonstrating excellence in digital advertising and contributing to the advancement of the industry. Their innovative campaigns have set higher benchmarks and will help to inspire the ecosystem. You can view the 2024 MIXX Award Winners [here](#)

Why enter?

Winners of the awards are renowned in the industry for having delivered some of the most impactful and innovative work that Europe has ever seen. Here's why you should enter:

- Gain industry recognition for your campaigns or research projects
- Get your work in front of industry leaders across Europe
- Develop business opportunities
- Benchmark your work against competitors
- Inspire the community

- Challenge and reward your team

How to enter?

Entries will need to be submitted online via the Eventora platform:

<https://www.eventora.com/en/Events/mixx-awards-europe-2025/Submissions/Create>

We encourage you to submit your campaign in multiple categories* to increase its visibility and showcase its strengths across different areas. All category selections must be made within the same entry process. Each additional category is charged at a reduced rate of €200 (early bird) or €300 (regular) entry fee. Submissions made separately will be charged as full individual entries.

*Please note that the platform does not allow separate summaries, objectives, or results for each additional category you want to enter your campaign in. Therefore, if you are planning to enter one campaign across multiple categories, please ensure the entry details have been written so it is relevant to all of the selected categories.

1. Who can enter?

All European campaigns that have been entered into another IAB MIXX Awards national competition (or other national competition if there is no national IAB MIXX Awards competition) or international award competition from 2024 to present can be entered.

2. Entry fees

Early bird entry fee (enter by 07.08.2025): €330 (excl. VAT) for entering a campaign in one category; €200 (excl. VAT) for entering the same campaign in additional categories.

Regular entry fee (from 08.08.2025 to Thursday 18.09.2025): €450 (excl. VAT) for entering a campaign in one category; €300 (excl. VAT) for entering the same campaign in additional categories.

Small market entry fee: small European markets can take advantage of the early bird fee throughout the competition. The definition of a 'small market' is a market with a total digital ad spend revenue of €0.6bn or less as per our [AdEx Benchmark 2024 Report](#). The markets are: Bulgaria, Croatia, Greece, Hungary, Ireland, Romania, Serbia, Slovakia, Slovenia

3. Entry timelines

Entries open: July 17th, 2025

Early bird deadline: August 7th, 2025

Regular deadline: September 18th, 2025

Extended deadline: September 24th, 2025

4. Categories and judging criteria

Category	Category Description	Judging Criteria
TECH & INNOVATION EXCELLENCE - Celebrating forward-thinking solutions that transform user experiences and redefine what's possible with technology in marketing.		
Next-Gen Tech Activation Campaign	Best use of AR/VR, AI, spatial computing, or blockchain for new brand interactions.	Each criteria will be scored out of 10: • Strategy - 33% • Creative - 33% • Results - 33%
Predictive Analytics & Audience Intelligence	The best dynamic content/product/ad delivery based on AI-driven insights.	Each criteria will be scored out of 10 • Strategy - 33.3% • Creative - 33.3% • Results - 33.3%
Digital Product & UX Design	The most exceptional app, platform or tool offering seamless and intuitive user experiences.	Each criteria will be scored out of 10 • Strategy - 33.3% • Creative - 33.3% • Results - 33.3%
Creative Data Storytelling	The best use of data for personalisation, automation, or narrative-building.	Each criteria will be scored out of 10 • Strategy - 33.3% • Creative - 33.3% • Results - 33.3%

CONTENT & SOCIAL STORYTELLING - Recognising the campaigns that craft powerful, culture-shaping stories.			
Branded Entertainment		Best use of Longform or episodic branded content that entertains and engages.	Each criteria will be scored out of 10 • Strategy - 33.3% • Creative - 33.3% • Results - 33.3%

Platform-Native Social		The best digital campaign with Social-first ideas tailored to TikTok, Instagram, YouTube, etc.	Each criteria will be scored out of 10 • Strategy - 33.3% • Creative - 33.3% • Results - 33.3%
Influencer / Creator Collaboration		The best digital campaign built with creators, emphasising co-creation and cultural fit.	Each criteria will be scored out of 10 • Strategy - 33.3% • Creative - 33.3% • Results - 33.3%
Creative Commerce / Shoppable Experiences		The best campaign that creatively fuses content, entertainment, and commerce	Each criteria will be scored out of 10 • Strategy - 33.3% • Creative - 33.3% • Results - 33.3%

STRATEGIC IMPACT & PURPOSE - Honouring campaigns that drive meaningful business growth or measurable social good.		
Marketing Effectiveness	The best digital campaign that demonstrates business ROI and strategic clarity.	Each criteria will be scored out of 10 • Strategy - 33.3% • Creative - 33.3% • Results - 33.3%
B2B Strategic Marketing	The best use of breakthrough strategies for business-facing audiences	Each criteria will be scored out of 10 • Strategy - 33.3% • Creative - 33.3% • Results - 33.3%
Brand Purpose / DEI / ESG	The best digital campaign aligned with social, equity or climate issues.	Each criteria will be scored out of 10 • Strategy - 33.3% • Creative - 33.3% • Results - 33.3%

Social Impact / NGO / Non-Profit	The best Social Impact / NGO / Non-Profit campaign with proven outcomes for societal benefit.	Each criteria will be scored out of 10 • Strategy - 33.3% • Creative - 33.3% • Results - 33.3%
Sustainable Impact Communication	The Best campaign with measurable environmental progress.	Each criteria will be scored out of 10 • Strategy - 33.3% • Creative - 33.3% • Results - 33.3%
Digital Audio Advertising	Best use of digital audio advertising to deliver the highest level of consumer engagement and fulfil brand or sales objectives.	Each criteria will be scored out of 10 • Strategy - 33.3% • Creative - 33.3% • Results - 33.3%

MEDIA & CHANNEL INNOVATION - For campaigns that masterfully leverage media channels to achieve performance and presence.		
Retail & Commerce Media	The best use of data-rich retail environments to influence purchase.	Each criteria will be scored out of 10 • Strategy - 33.3% • Creative - 33.3% • Results - 33.3%
Advanced Video (CTV & Beyond)	The most Innovative digital campaign on streaming platforms or CTV.	Each criteria will be scored out of 10 • Strategy - 33.3% • Creative - 33.3% • Results - 33.3%
Cross-Platform Synergy	The best integrated use of multiple media channels for cohesive impact.	Each criteria will be scored out of 10 • Strategy - 33.3% • Creative - 33.3% • Results - 33.3%

CULTURE, COMMUNITIES & IMMERSION

Cultural Intelligence	The best digital campaign grounded in subculture or real-time relevance	Each criteria will be scored out of 10 • Strategy - 33.3% • Creative - 33.3% • Results - 33.3%
Digital Immersive Experience	The best XR, metaverse, or digital installations to immerse audiences.	Each criteria will be scored out of 10 • Strategy - 33.3% • Creative - 33.3% • Results - 33.3%
Community-Built Campaigns	The best content co-created with fans or niche communities	Each criteria will be scored out of 10 • Strategy - 33.3% • Creative - 33.3% • Results - 33.3%
Cross-Platform Synergy	The best integrated use of multiple media channels for cohesive impact.	Each criteria will be scored out of 10 • Strategy - 33.3% • Creative - 33.3% • Results - 33.3%

FORMAT EXCELLENCE

Digital Audio	The most innovative uses of sound, voice tech, and podcasts.	Each criteria will be scored out of 10 • Strategy - 33.3% • Creative - 33.3% • Results - 33.3%
DOOH / Programmatic OOH	The best digital outdoor advertising campaign leveraging context and data.	Each criteria will be scored out of 10 • Strategy - 33.3% • Creative - 33.3% • Results - 33.3%

Performance Search Marketing	The best creative campaign built for ROI and real-time optimisation.	Each criteria will be scored out of 10 • Strategy - 33.3% • Creative - 33.3% • Results - 33.3%
Native & In-Feed Brilliance:	The best digital campaign that integrates organically into platform environments.	Each criteria will be scored out of 10 • Strategy - 33.3% • Creative - 33.3% • Results - 33.3%
Direct Action & Lead Conversion	The best digital campaign designed for measurable results and conversion.	Each criteria will be scored out of 10 • Strategy - 33.3% • Creative - 33.3% • Results - 33.3%
Digital Retail Experience	The most innovative campaign to show where digital meets shopper behavior.	Each criteria will be scored out of 10 • Strategy - 33.3% • Creative - 33.3% • Results - 33.3%
In-Game Creative	The best branded experience inside gaming platforms.	Each criteria will be scored out of 10 • Strategy - 33.3% • Creative - 33.3% • Results - 33.3%

MEASUREMENT & BENCHMARKED RESULTS

All campaigns must demonstrate measurable success and context-rich interpretation of KPIs.

All entries must provide clear, benchmarked KPIs and validated success metrics, contextualized with relevant national or international industry data in order for the jury to conclude the dimension of the local success claimed (e.g.: connected national population vs campaign reach).

5. Judging process

1. Judges give a score against each criteria for each entry as per the criteria outlined above.
2. These are then combined to create an overall score for each entry.
3. All judges' scores are totaled and the highest scoring entries will determine the winners for each category.
 - a. Shortlist Nominee Designation: Campaigns will be subjected to rigorous grading by a distinguished panel of judges. To achieve the status of a 'Shortlist Nominee', a

campaign must be ranked within the top five by grade. Additionally, each shortlisted campaign must secure a grade higher than 6 on a scale of 1 to 10, where 10 signifies the highest level of excellence.

b. Award Allocation: Among the top-performing campaigns, the three with the highest grades will be conferred awards under the following distinctions:

i. Gold Award: The campaign that achieves the highest grade and a score above 7 will enter the second phase of judging (judges meet to discuss gold winners).

ii. Silver Award: The campaign with the second-highest grade, surpassing a score of 7, can be granted the Silver prize (depending on the second phase of judging), recognizing its outstanding achievement and impact.

iii. Bronze Award: The third-highest graded campaign, with a grade exceeding 7, can receive the Bronze prize (depending on the second phase of judging), marking its significant contribution to the standards of digital advertising excellence.

4. Judges meet to discuss gold winners and then agree on the MIXX Grand Prix winner. Upon completion of the initial grading phase, the esteemed panel of judges will convene to deliberate on the campaigns that have achieved the best grades in their category and above 7, qualifying them for consideration for the Gold Award. During this session, the judges will engage in an in-depth discussion to determine whether each campaign upholds the exceptional standards expected of a Gold Award recipient.

The decision process is as follows:

- If a campaign is affirmed by the judges to merit the Gold Award, it will be honoured as such.
- Should the judging panel conclude that a campaign does not fully meet the criteria for the Gold Award, the campaign will automatically be awarded the Silver Award, acknowledging its outstanding merits.
- The campaign with the second-highest overall grade, will be conferred the Bronze Award, granted it has an overall grade is above the established threshold of 7.
- The third, fourth, and fifth highest-graded campaigns will receive the designation of 'Nominee,' granted their grades are above the established threshold of 6, signifying a commendable level of excellence.
- The apex of the awards, the MIXX Grand Prix, will be awarded to the Gold Award-winning campaign that garners the majority of votes from the judging panel in a final vote, distinguishing it as the preeminent exemplar of digital marketing for the year.

The adjudication of the IAB MIXX Awards Europe will be conducted entirely online. Judges will access and review all submissions via a secure digital platform, ensuring a comprehensive evaluation of

each entry from any location.

In the event that judges require additional information or clarification on certain submissions to make informed decisions, formal requests for such details will be issued to the relevant entrants during the week preceding the scheduled online judging session. This procedure is designed to facilitate a thorough and informed review process, allowing judges to fully understand and appreciate the context and nuances of each campaign. Entrants are expected to respond promptly to any requests for further information to ensure that the judging process proceeds smoothly and according to the timeline established for the awards. The cooperation of all participants is crucial to maintaining the integrity and efficiency of the judging process.

The 2025 winners will be announced during an online gala.

6. Entry requirements

For full entry requirements please see the entry forms online:

<https://www.eventora.com/en/Events/mixx-awards-europe-2025/Submissions/Create>

Entrants are required to provide a summary of the campaign, describe how the entry fulfils the criteria (outlined above) and upload a supporting video. The video should:

- Be no longer than 3 minutes
- Be uploaded on youtube (unlisted privacy)
- explain the campaign and showcase the creative
- be in English or have English subtitles

7. Communications and confidentiality

One of the aims of this competition is to share good practice with the industry. There may be opportunities to do this through:

- Press releases
- Presentations and webinars
- Social media communications
- Being featured in [IAB Europe's Knowledge Hub](#)
- Being shared on WARC.com (World Advertising Research Centre)

Please note that by entering you are confirming that you have obtained the relevant permissions from any parties involved, both to submit the entry and for IAB Europe and its partners to use the summary, video content and screenshots provided. We will seek explicit permission to use any of the detailed text contained within the entry form.

If you are particularly interested in communications opportunities, please indicate this on the entry form and supply appropriate contact details.

8. Contact

For more information, please contact Andrei Dragu - awards@iabeurope.eu

9. Information about processing your personal data

1. Controller of your personal data

The controller of your personal data is IAB Europe having its registered offices at 1040 Brussels (Belgium), Rond-Point Schuman 11. All questions or requests regarding the processing of these data may be addressed to: communication@iabeurope.eu.

2. The purposes and legal basis of processing your personal data

We will process your personal data in order to review and select a shortlist and finalists for the MIXX Awards Europe 2025 competition to contact you regarding your entry or entries. The legal basis of processing your personal data is our legitimate interest consisting of selecting shortlists and winners for the competition organised by IAB Europe.

3. Storage of your personal data

We will store your personal data until fulfilling legitimate interests pursued by the controller being a basis for this processing, in particular limitation of claims or until you lodge a reasoned objection.

4. Your rights related to the processing of personal data

You have the following rights related to the processing of personal data:

- A. the right to object to the processing of your data due to your particular situation
- B. the right to access your personal data,
- C. the right to rectification of your personal data,
- D. the right to erasure of your personal data,
- E. the right to demand the restriction of the processing of your personal data,

To exercise the above rights, contact us by email: communication@iabeurope.eu

The right to object

You have the right to object to the processing of your data due to your particular situation - in cases where we process your data based on our legitimate interest. To exercise this right, contact us by email: communication@iabeurope.eu

The right to lodge a complaint

You also have the right to lodge a complaint with the supervisory personal data protection

authority ((which can be any of the data protection authority of the EU Member State in which you live, or in which you work, or in which the alleged infringement occurred)).