

MIXX Awards Europe 2026

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.

2026 MIXX Awards Europe

IAB Europe hosts the MIXX Awards Europe annually. 2026 will mark the 15th 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 2025 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 2026 winning campaign. The 2025 Grand Prix winner was [‘Saving the Voice of the Ghetto’](#) - **Saatchi & Saatchi Poland, POLIN Museum of the History of Polish Jews**, recognised as a true masterpiece that set a new creative benchmark, by turning tech and AI innovation into a deeply human and emotional experience.

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 2 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 2025 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 platform [here](#).

You can watch the awards platform demo and submission walkthrough [here](#).

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 €225 (early bird) or €350 (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 2025 to present can be entered.

2. Entry fees

Early bird entry fee (enter by 03.07.2026): €375 (excl. VAT) for entering a campaign in one category; €225 (excl. VAT) for entering the same campaign in additional categories.

Regular entry fee (after Early Bird deadline to 31.07.2026): €500 (excl. VAT) for entering a campaign in one category; €350 (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, Estonia, Greece, Hungary, Latvia, Lithuania, Portugal, Romania, Serbia, Slovakia, Slovenia.

3. Entry timelines

Entries open: 8th June 2026

Early bird deadline: 22nd June 2026

Extended Early bird deadline: 3rd July 2026

Regular deadline: 24th July 2026

Final extended deadline: 31st July 2026

4. Categories and judging criteria

Category	Category Description	Judging Criteria
Technology & Innovation		
Next-Gen Tech Activation	This category honours campaigns that bring next-generation technologies to life through innovative, real-world activation. It focuses on how emerging tools such as immersive platforms (VR, AR etc.), connected environments (across digital platforms/devices etc.), or advanced interfaces - are used to create meaningful, engaging experiences for audiences. Submissions should highlight how the technology enhanced interaction, deepened engagement, or created new forms of participation. Judges will assess the creativity of the activation, the relevance of the technology to the audience, and the effectiveness in delivering tangible outcomes.	Each criteria will be scored out of 10: • Strategy - 33% • Creative - 33% • Results - 33%

Predictive Analytics & Audience Intelligence	This category recognises the sophisticated use of data, analytics, and modelling to anticipate audience behaviour and inform marketing decisions. It rewards work that moves beyond reactive insights to predictive strategies that drive efficiency, personalisation, and performance. Entries should clearly explain the data sources, methodologies, and tools used to generate actionable intelligence. Judges will evaluate the accuracy and impact of predictions, the strategic application of insights, and the measurable business or campaign results achieved.	Each criteria will be scored out of 10 ● Strategy - 33.3% ● Creative - 33.3% ● Results - 33.3%
Creative Data Storytelling	This category celebrates the innovative use of data as a creative material to tell compelling stories. It recognises work that transforms complex datasets into engaging, accessible, and emotionally resonant narratives that connect with audiences. Submissions should demonstrate how data informed both the insight and the execution, and how storytelling techniques brought the information to life across channels or formats. Judges will look for clarity, creativity, and the effectiveness of the storytelling in driving engagement, understanding, or action.	Each criteria will be scored out of 10 ● Strategy - 33.3% ● Creative - 33.3% ● Results - 33.3%
Use of Emerging Tech	This category honours the effective and imaginative use of new and evolving technologies in marketing. It focuses on how brands experiment with and apply innovations such as AI, AR, VR, or other developing tools to create value for audiences and businesses.	Each criteria will be scored out of 10 ● Strategy - 33.3% ● Creative - 33.3% ● Results - 33.3%

	Entries should show a clear link between the chosen technology and the campaign objectives, as well as evidence of executional excellence. Judges will consider the level of innovation, the relevance of the technology, and the results achieved, alongside any learnings or breakthroughs.	
Innovative Collaboration	This category recognises exceptional partnerships that drive innovation in digital marketing. It celebrates collaborations between brands, agencies, platforms, technology providers, or other partners that result in breakthrough ideas and outcomes. Submissions should outline the roles of each partner, the collaborative process, and how the partnership enabled a result that would not have been possible independently. Judges will assess the strength of the collaboration, the originality of the solution, and the impact delivered.	Each criteria will be scored out of 10 ● Strategy - 33.3% ● Creative - 33.3% ● Results - 33.3%

AI		
Use of AI for Creativity	This category recognises the innovative use of artificial intelligence as a creative tool in marketing. It celebrates work where AI is not only used for efficiency, but as a core enabler of original ideas, creative exploration, or new forms of expression. Entries should demonstrate how AI contributed to the development or execution of the creative concept, whether through content generation, dynamic creativity, or other formats. Judges will look for originality, the meaningful role of AI in the creative process, and the overall impact on audience engagement and brand storytelling.	Each criteria will be scored out of 10 • Strategy - 33.3% • Creative - 33.3% • Results - 33.3%
Use of AI for Campaign Effectiveness	This category honours the application of AI to significantly enhance campaign performance and business outcomes. It focuses on how AI-driven approaches improve targeting, personalisation, media efficiency, or overall effectiveness. Submissions should clearly outline how AI was used to optimise campaign strategy and execution, and the measurable results achieved. Judges will assess the strategic integration of AI, the scale of impact, and the extent to which it delivered superior performance against objectives.	Each criteria will be scored out of 10 • Strategy - 33.3% • Creative - 33.3% • Results - 33.3%

Use of AI for Optimisation	This category recognises the use of AI to continuously improve and refine marketing performance in real time. It rewards work where machine learning, automation, or adaptive systems are used to enhance efficiency, responsiveness, and results throughout a campaign lifecycle. Entries should highlight the optimisation processes, tools, and decision-making frameworks enabled by AI. Judges will evaluate the effectiveness of these systems, the level of sophistication, and the tangible improvements in performance.	Each criteria will be scored out of 10 • Strategy - 33.3% • Creative - 33.3% • Results - 33.3%
Innovation with AI	This category celebrates breakthrough uses of artificial intelligence that push the boundaries of what is possible in digital marketing. It recognises pioneering ideas, new applications, or experimental approaches that demonstrate the potential of AI. Submissions should showcase bold thinking, technical innovation, and clear relevance to marketing challenges or opportunities. Judges will look for originality, ambition, and the extent to which the work sets new standards or opens up new possibilities.	Each criteria will be scored out of 10 • Strategy - 33.3% • Creative - 33.3% • Results - 33.3%

Content, Creators & Experience

Branded Entertainment	This category recognises the creation of entertaining content designed to engage audiences while delivering a brand message. It celebrates work that prioritises	Each criteria will be scored out of 10 • Strategy - 33.3%
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	storytelling, creativity, and audience appeal, where the brand is seamlessly integrated into the experience. Entries should demonstrate how the content captured attention, built emotional connection, and encouraged sharing or sustained engagement. Judges will look for originality, quality of execution, and the effectiveness in achieving both entertainment and marketing objectives.	• Creative - 33.3% • Results - 33.3%
Platform-Native Social	This category honours campaigns designed specifically for social platforms, It focuses on work that feels authentic to the platform and maximises its native features to drive engagement. Submissions should show a deep understanding of platform dynamics and audience expectations. Judges will assess creativity, cultural relevance, and how effectively the campaign delivered results within the social ecosystem.	Each criteria will be scored out of 10 • Strategy - 33.3% • Creative - 33.3% • Results - 33.3%
Creator & Influencer	This category recognises the strategic and creative use of creators or influencers to deliver impactful marketing outcomes. It celebrates authentic partnerships where creators play a meaningful role in shaping content and connecting with audiences. Entries should highlight the selection, collaboration, and creative approach taken with creators, as well as the results achieved. Judges will look for authenticity, alignment with audience and brand, and measurable impact.	Each criteria will be scored out of 10 • Strategy - 33.3% • Creative - 33.3% • Results - 33.3%

Customer Experience	This category recognises work that enhances how customers interact with a brand across touchpoints, using digital channels, data, and technology to create seamless and meaningful journeys. Submissions should demonstrate a clear understanding of customer needs and how the experience was improved. Judges will evaluate usability, innovation, integration, and the measurable impact on satisfaction, loyalty, or business performance.	Each criteria will be scored out of 10 • Strategy - 33.3% • Creative - 33.3% • Results - 33.3%
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Impact, Purpose & Effectiveness		
Marketing Effectiveness	This category recognises campaigns that deliver outstanding business results through strategic and effective marketing. It celebrates work where clear objectives, strong insight, and smart execution combine to drive measurable impact. Entries should demonstrate how the strategy translated into performance, supported by robust metrics and outcomes. Judges will look for effectiveness, clarity of thinking, and the extent to which the work achieved or exceeded its goals.	Each criteria will be scored out of 10 • Strategy - 33.3% • Creative - 33.3% • Results - 33.3%
DE&I	This category recognises marketing that authentically demonstrates a brand's commitment to diversity, equity and inclusion. It celebrates work that moves beyond representation and messaging to deliver meaningful, credible and measurable impact.	Each criteria will be scored out of 10 • Strategy - 33.3% • Creative - 33.3% • Results - 33.3%

	Entries should show how DE&I principles were embedded throughout the strategy, creative development and execution, and how the work connected with and resonated with audiences. Judges will assess the authenticity and relevance of the approach, alongside the tangible outcomes achieved for both the brand and the communities it aimed to serve.	
Driving Environmental Change	This category recognises marketing that delivers a measurable positive impact on the environment. It focuses on campaigns that actively contribute to improved environmental outcomes by influencing behaviour, policy, or practice at scale. Entries should demonstrate a clear link between the campaign and real-world environmental change, supported by evidence of action and results. Judges will assess credibility, effectiveness, and the scale of environmental impact achieved.	Each criteria will be scored out of 10 • Strategy - 33.3% • Creative - 33.3% • Results - 33.3%
Driving Social Change	This category recognises campaigns that influence attitudes, behaviours, or systems in relation to social issues. It focuses on work that raises awareness and drives measurable progress on challenges affecting people and society. Entries should demonstrate a clear problem statement, insight-led strategy, and evidence of change or action. Judges will look for authenticity, relevance, and tangible societal impact delivered by the campaign.	

Community-Built Campaigns	This category recognises campaigns that are shaped, co-created, or driven by communities. It celebrates work that empowers audiences to actively participate, contribute, and influence the direction or content of the campaign. Entries should demonstrate how the community was engaged throughout the process and the value this collaboration created. Judges will look for authenticity, depth of participation, creativity, and the overall impact achieved through collective involvement.	
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Media Environments		
Digital Audio & Radio	This category recognises outstanding use of audio-first media, including radio, streaming audio, podcasts, and other sound-led formats. It celebrates work that uses audio creatively and effectively to capture attention, tell stories, and drive engagement. Entries should demonstrate how sound was used strategically to reach and influence audiences. Judges will look for creativity, clarity of message, audience relevance, and measurable impact delivered through audio channels.	Each criteria will be scored out of 10 ● Strategy - 33.3% ● Creative - 33.3% ● Results - 33.3%
Retail & Commerce Media	This category honours the strategic use of retail and commerce media environments to influence purchase behaviour. It focuses on work that effectively connects brand	Each criteria will be scored out of 10 ● Strategy - 33.3% ● Creative - 33.3% ● Results - 33.3%

	messaging to points of sale, both online and in-store. Entries should demonstrate how retail or commerce media was used to drive awareness, consideration, or conversion. Judges will assess targeting precision, integration with commerce platforms, and measurable commercial outcomes.	
Advanced Video & CTV	This category recognises innovative use of advanced video formats, including connected TV, addressable TV, and interactive or data-driven video experiences. It celebrates work that leverages modern video environments to deliver enhanced targeting and engagement. Entries should demonstrate how video strategy was adapted for evolving viewing behaviours and platforms. Judges will look for creative execution, audience relevance, and measurable performance outcomes.	Each criteria will be scored out of 10 ● Strategy - 33.3% ● Creative - 33.3% ● Results - 33.3%
DOOH / OOH	This category recognises outstanding use of digital and traditional out-of-home media. It celebrates work that uses physical environments in creative, impactful, and contextually relevant ways to reach audiences in the real world. Entries should demonstrate how location, timing, or context were used to enhance message delivery. Judges will assess creativity, visibility, audience impact, and effectiveness in driving attention or action.	Each criteria will be scored out of 10 ● Strategy - 33.3% ● Creative - 33.3% ● Results - 33.3%

Gaming	This category honours marketing that effectively engages audiences within gaming environments. It focuses on work that integrates brands into games, gaming platforms, or gaming culture in an authentic and meaningful way. Entries should demonstrate understanding of gaming audiences and how the brand contributed to or enhanced the experience. Judges will look for creativity, cultural relevance, integration quality, and engagement impact.	
Omnichannel Media Strategy	This category recognises holistic media strategies that deliver seamless audience experiences across multiple touchpoints. It focuses on the orchestration of paid, owned, and earned channels to guide audiences through the full journey. Entries should demonstrate how channels were aligned around a single strategy and adapted to audience behaviour. Judges will look for strategic clarity, integration quality, and measurable effectiveness across the entire funnel.	

Special Awards		
GRAND PRIX	This category recognises the single most outstanding campaign of the year across all entries. It represents the highest level of creative excellence, strategic thinking, and	All Gold winners from across the categories will be automatically entered into the Grand Prix and

	measurable impact, where all elements come together to deliver exceptional results. The winner will demonstrate breakthrough thinking, flawless execution, and meaningful outcomes for both brand and audience. Judges will assess overall effectiveness, originality, craft, and the campaign's ability to set a new benchmark for the industry.	the winner will be decided by the jury.
Creative Agency of the Year	This award recognises the agency with the strongest overall performance across the competition. Each campaign entry will include the participating agency/agencies, and points will automatically be awarded based on the level of achievement reached by each submitted campaign. The award is designed to recognise not only isolated success, but consistent excellence across categories, disciplines, and campaigns throughout the competition. This approach rewards: • Creative consistency • Strategic and executional excellence • Breadth of capability across disciplines • Sustained high performance throughout the awards	The award will be calculated using a cumulative points system across all categories and entries submitted during the competition period. Point allocation: • Shortlist / Nomination – 1 point • Bronze – 3 points • Silver – 5 points • Gold – 8 points • Grand Prix – 12 points

Role Specific Awards		
Creative Director of the Year Art Director of the Year Copywriter of the Year Strategist of the Year Media Specialist of the Year Client Service Professional of the Year Brand / Advertiser Representative of the Year	Each campaign entry will include credited team members attached to specific roles. Individuals automatically accumulate points based on the performance of the campaigns they contributed to during the competition period. The winners are determined through the same cumulative points system used for Agency of the Year. This system is designed to reward sustained contribution and excellence across multiple campaigns and categories, rather than a single isolated success. The intention is to highlight and celebrate the individuals behind the work, recognising the long-term impact of their creative, strategic, or executional contribution across the competition.	Point allocation: • Shortlist / Nomination – 1 point • Bronze – 3 points • Silver – 5 points • Gold – 8 points • Grand Prix – 12 points

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, contextualised 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, please note a Gold for each category is not guaranteed).
 - 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 2026 winners will be announced during an in-person ceremony in Amsterdam on the 8th October, tickets for this event are on [sale here](#).

6. Entry requirements

For full entry requirements please see the entry forms online:
mixon2026.iabeurope.eu

Entrants are required to provide a summary of the campaign, describe how the entry fulfills 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 or Amy Mazzola - mazzola@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. The IAB Europe's Privacy Policy can be accessed [here](#).

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 2026 competition to contact you regarding your entry or entries. The legal basis of processing your personal data is your consent (Article 6(1)(a) GDPR), which is voluntary and you can withdraw it anytime; however, it is a condition for participation in the MIXX Awards Europe 2026 competition and is necessary for the processing of personal data in the competition in relation to organisational activities of the competition and conference, in selecting shortlists and winners.

3. Storage of your personal data

Your personal data will be stored for the duration of the competition and we will store your personal data based on our legitimate interests (Article 6(1)(f) GDPR) in relation to securing possible claims by the parties arising from participation in the competition.

4. Recipients of your personal data

We will transfer your personal data to data processors whom we are partnering with in connection with the organisation and hosting of the conference. Information about these partners may be obtained from us on request. In any case, IAB Europe remains the data controller. Data might be transferred in case of using services related to providing IT systems, advertising services and administrative services for the conference. These entities shall process your personal data on the basis of the data processing agreement with us and solely in accordance with IAB Europe's instructions.

5. 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@iab europe.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).