



MIXX Awards Europe 2020 Entry notes

The MIXX Awards Europe recognise and celebrate the best digital advertising campaigns in Europe.

Winning entries will be showcased to educate the marketplace about what works and why in digital marketing, as well as inspire the industry by highlighting new ideas and future trends.

All European campaigns that have been entered into a national or international award competition are invited to participate.

Gold, Silver and Bronze awards are available for each category excluding the Digital Strategy and Digital Creative Person of the Year categories. Gold award winners will be entered into the MIXX Grand Prix award representing the pinnacle of achievement in European digital marketing this year.

Winning projects will become part of the [IAB Europe Knowledge Hub](#), a library of resources for industry professionals to use in their strategies and daily work.

Companies that enter 3 or more categories or projects will be eligible for a 20% discount off the regular Interact 2020 ticket price. Pay €540 (excl. VAT) instead of €675 (excl. VAT). Visit <https://iabeurope.eu/interact/> for more information on ticket prices.

Why enter?

- Get your work recognised at a pan-European level
- Get your work in front of industry leaders (members of the Jury)
- Develop business opportunities
- Benchmark your work against competitors
- Inspire the community
- Challenge and reward your team

1. Who can enter?

All European campaigns that have been entered into another national or international award competition from 2018 to present can be entered.

2. Entry fees

Early bird entry fee (enter by Friday 6th March): €250 (excl. VAT) for entering a campaign in one category; €150 (excl. VAT) for entering the same campaign in additional categories

Regular entry fee (from 7th March to Friday 3rd April): €400 (excl. VAT) for entering a campaign in one category; €250 (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 €0.5bn or less as per our AdEx Benchmark Report. The markets are: Belarus, Bulgaria, Croatia, Finland, Greece, Hungary, Ireland, Romania, Serbia, Slovakia, Slovenia

3. Entry timelines

Entries open: 5th February

Early bird deadline: 6th March

Regular deadline: 3rd April

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

- [Main MIXX Awards Europe entry form](#)
- [MIXX Awards Europe - Digital Strategy / Creative Person of the year entry form](#)

4. Categories and judging criteria

Category	Category description	Judging criteria
Brand Advertising Campaign	Best use of media mix for brand building purposes.	Each criteria will be scored out of 5. <ul style="list-style-type: none"> • Strategy - 20% • Execution / Media Results - 20% • Creative - 20% • Innovation - 20% • Results - 20%
Direct Response / Lead Generation Campaign	Best use of digital advertising for direct response or lead generation campaigns. Best campaigns focused on generating direct response/ conversion/ purchase intent using a variety of digital advertising tools/mechanics etc.	Each criteria will be scored out of 5. <ul style="list-style-type: none"> • Strategy - 20% • Execution / Media Results - 20% • Creative - 20% • Innovation - 20% • Results - 20%
Video Advertising	Best use of video advertising to deliver the highest level of consumer engagement.	Each criteria will be scored out of 5. <ul style="list-style-type: none"> • Strategy - 20% • Execution / Media Results - 20% • Creative - 20% • Innovation - 20%

		<ul style="list-style-type: none"> • Results - 20%
Social Media	Best use of social media to deliver a high level of consumer engagement.	<p>Each criteria will be scored out of 5.</p> <ul style="list-style-type: none"> • Strategy - 20% • Execution / Media Results - 20% • Creative - 20% • Innovation - 20% • Results - 20%
Search Advertising	Best use of search advertising to deliver the highest level of consumer engagement and return on advertising investment.	<p>Each criteria will be scored out of 5.</p> <ul style="list-style-type: none"> • Strategy - 20% • Execution / Media Results - 20% • Creative - 20% • Innovation - 20% • Results - 20%
Branded Content	Best use of original, entertaining or informational content to deliver the highest level of consumer engagement.	<p>Each criteria will be scored out of 5.</p> <ul style="list-style-type: none"> • Strategy - 20% • Execution / Media Results - 20% • Creative - 20% • Innovation - 20% • Results - 20%
Native Advertising	Best use of native advertising to deliver an effective campaign with the highest levels of consumer engagement.	<p>Each criteria will be scored out of 5.</p> <ul style="list-style-type: none"> • Strategy - 20% • Execution / Media Results - 20% • Creative - 20% • Innovation - 20% • Results - 20%
Virtual and Augmented Reality or other New Technologies	Best use of VR, AR or other new technology that delivers a highly interactive or engaging consumer experience.	<p>Each criteria will be scored out of 5.</p> <ul style="list-style-type: none"> • Strategy - 20% • Execution / Media Results - 20% • Creative - 20% • Innovation - 20% • Results - 20%
Campaign Effectiveness	Digital campaigns that have achieved effectiveness by meeting and exceeding their	<p>Each criteria will be scored out of 5.</p> <ul style="list-style-type: none"> • Strategy - 20% • Execution / Media Results - 20%

	stated objectives including influencing the audience to impact brand (e.g. brand awareness, purchase intent) and sales metrics.	<ul style="list-style-type: none"> • Creative - 20% • Innovation - 20% • Results - 20%
Integrated Advertising	Best campaign that delivers high levels of consumer engagement across multiple screens and platforms (either across digital or digital integrated with offline channels).	<p>Each criteria will be scored out of 5.</p> <ul style="list-style-type: none"> • Strategy - 20% • Execution / Media Results - 20% • Creative - 20% • Innovation - 20% • Results - 20%
Effective Use of Data	Best use of data in clever or innovative ways to drive the effectiveness and success of a campaign.	<p>Each criteria will be scored out of 5.</p> <ul style="list-style-type: none"> • Strategy - 20% • Execution / Media Results - 20% • Creative - 20% • Innovation - 20% • Results - 20%
[NEW] Games & E-sports	Best campaign that promotes or uses games and e-sport in communication to a very specific target group e.g. players) to deliver the highest level of consumer engagement.	<p>Each criteria will be scored out of 5.</p> <ul style="list-style-type: none"> • Strategy - 20% • Execution / Media Results - 20% • Creative - 20% • Innovation - 20% • Results - 20%
[NEW] Influencer Marketing	Best influencer marketing campaign that delivers the highest level of consumer engagement and fulfills brand objectives.	<p>Each criteria will be scored out of 5.</p> <ul style="list-style-type: none"> • Strategy - 20% • Execution / Media Results - 20% • Creative - 20% • Innovation - 20% • Results - 20%
[NEW] Non-profit / Corporate Social	Best campaign that has a positive impact on consumer behaviours and fulfills an organisations CSR objectives.	<p>Each criteria will be scored out of 5.</p> <ul style="list-style-type: none"> • Strategy - 20% • Execution / Media Results - 20% • Creative - 20%

Responsibility		<ul style="list-style-type: none"> • Innovation - 20% • Results - 20%
[NEW] Digital Audio Advertising	Best use of digital audio advertising to deliver the highest level of consumer engagement and fulfill brand or sales objectives.	<p>Each criteria will be scored out of 5.</p> <ul style="list-style-type: none"> • Strategy - 20% • Execution / Media Results - 20% • Creative - 20% • Innovation - 20% • Results - 20%
[NEW] Digital OOH Advertising	Best use of digital OOH advertising to deliver the highest level of consumer engagement.	<p>Each criteria will be scored out of 5.</p> <ul style="list-style-type: none"> • Strategy - 20% • Execution / Media Results - 20% • Creative - 20% • Innovation - 20% • Results - 20%
[NEW] Offline Digitalisation	Best use of digital technologies such as Augmented Reality, QR codes for offline to online integration.	<p>Each criteria will be scored out of 5.</p> <ul style="list-style-type: none"> • Strategy - 20% • Execution / Media Results - 20% • Creative - 20% • Innovation - 20% • Results - 20%
[NEW] Product Innovation	Best new digital advertising or marketing product or format that adds value to the industry.	<p>Each criteria will be scored out of 5.</p> <ul style="list-style-type: none"> • Strategy - 20% • Execution / Media Results - 20% • Creative - 20% • Innovation - 20% • Results - 20%
[NEW] Digital Strategy Person of the Year	To acknowledge outstanding contributors in the field of digital advertising strategy.	<p>Each criteria will be scored out of 5.</p> <ul style="list-style-type: none"> • Leadership • Experience • Results
[NEW] Digital Creative Person of the Year	To acknowledge outstanding contributors in the field of digital advertising creativity.	<p>Each criteria will be scored out of 5.</p> <ul style="list-style-type: none"> • Leadership • Experience • Creativity

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 totalled and the highest scoring entries will determine the shortlist.
4. Judges meet to discuss the highest scoring entries and then agree on a Gold, Silver and Bronze award for each category.

The judging will take place throughout April. If the judges require further information on some of the shortlisted projects, those requests will be sent out during April.

The 2020 winners will be presented at the IAB Europe Interact conference in Lisbon which will take place on 2-3 June.

6. Entry requirements

For full entry requirements please see the entry forms online:

- [Main MIXX Awards Europe entry form](#)
- [MIXX Awards Europe - Digital Strategy / Creative Person of the year entry form](#)

Entrants are required to provide a summary of the campaign, describe how the entry fulfils the criteria (outlined above) and upload supporting assets; a video must be uploaded as part of these assets. The videos should:

- be no longer than 3 minutes
- be in a .mp4 format
- 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 Marie-Clare Puffett – puffett@iabeurope.eu or Liz Haines - 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 2020 competition to contact you regarding your entry or entries, your prospective participation in "Interact 2020" as an awards entrant and other "Interact 2020" related opportunities and post-event surveys. The legal basis of processing your personal data is our legitimate interest consisting in selecting shortlists and winners for the competition organised by IAB Europe and contacting you in other organisational matters.

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. 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 your 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@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).