

# mixx

## AWARDS EUROPE 2021

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### **MIXX Awards Europe 2021**

#### **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 [JAB Europe Knowledge Hub](#), a library of resources for industry professionals to use in their strategies and daily work.

#### **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 2020 to present can be entered.

#### **2. Entry fees**

**Early bird entry fee** (enter by Friday 12th 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 13th March to Friday 16th 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: 16th February

Early bird deadline: 12th March

Regular deadline: 16th 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
<b>Brand Advertising Campaign</b>	Best use of media mix for brand building purposes.	Each criteria will be scored out of 5. <ul style="list-style-type: none"> <li>• Strategy - 20%</li> <li>• Execution / Media Results - 20%</li> <li>• Creative - 20%</li> <li>• Innovation - 20%</li> <li>• Results - 20%</li> </ul>
<b>Direct Response / Lead Generation Campaign</b>	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"> <li>• Strategy - 20%</li> <li>• Execution / Media Results - 20%</li> <li>• Creative - 20%</li> <li>• Innovation - 20%</li> <li>• Results - 20%</li> </ul>
<b>Video Advertising</b>	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"> <li>• Strategy - 20%</li> <li>• Execution / Media Results - 20%</li> <li>• Creative - 20%</li> <li>• Innovation - 20%</li> </ul>

		<ul style="list-style-type: none"> <li>• Results - 20%</li> </ul>
<b>Social Media</b>	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"> <li>• Strategy - 20%</li> <li>• Execution / Media Results - 20%</li> <li>• Creative - 20%</li> <li>• Innovation - 20%</li> <li>• Results - 20%</li> </ul>
<b>Search Advertising</b>	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"> <li>• Strategy - 20%</li> <li>• Execution / Media Results - 20%</li> <li>• Creative - 20%</li> <li>• Innovation - 20%</li> <li>• Results - 20%</li> </ul>
<b>Branded Content</b>	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"> <li>• Strategy - 20%</li> <li>• Execution / Media Results - 20%</li> <li>• Creative - 20%</li> <li>• Innovation - 20%</li> <li>• Results - 20%</li> </ul>
<b>Native Advertising</b>	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"> <li>• Strategy - 20%</li> <li>• Execution / Media Results - 20%</li> <li>• Creative - 20%</li> <li>• Innovation - 20%</li> <li>• Results - 20%</li> </ul>
<b>Virtual and Augmented Reality or other New Technologies</b>	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"> <li>• Strategy - 20%</li> <li>• Execution / Media Results - 20%</li> <li>• Creative - 20%</li> <li>• Innovation - 20%</li> <li>• Results - 20%</li> </ul>
<b>Campaign Effectiveness</b>	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"> <li>• Strategy - 20%</li> <li>• Execution / Media Results - 20%</li> </ul>

	stated objectives including influencing the audience to impact brand (e.g. brand awareness, purchase intent) and sales metrics.	<ul style="list-style-type: none"> <li>• Creative - 20%</li> <li>• Innovation - 20%</li> <li>• Results - 20%</li> </ul>
<b>Integrated Advertising</b>	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"> <li>• Strategy - 20%</li> <li>• Execution / Media Results - 20%</li> <li>• Creative - 20%</li> <li>• Innovation - 20%</li> <li>• Results - 20%</li> </ul>
<b>Effective Use of Data</b>	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"> <li>• Strategy - 20%</li> <li>• Execution / Media Results - 20%</li> <li>• Creative - 20%</li> <li>• Innovation - 20%</li> <li>• Results - 20%</li> </ul>
<b>Games &amp; E-sports</b>	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"> <li>• Strategy - 20%</li> <li>• Execution / Media Results - 20%</li> <li>• Creative - 20%</li> <li>• Innovation - 20%</li> <li>• Results - 20%</li> </ul>
<b>Influencer Marketing</b>	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"> <li>• Strategy - 20%</li> <li>• Execution / Media Results - 20%</li> <li>• Creative - 20%</li> <li>• Innovation - 20%</li> <li>• Results - 20%</li> </ul>
<b>Non-profit / Corporate Social</b>	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"> <li>• Strategy - 20%</li> <li>• Execution / Media Results - 20%</li> <li>• Creative - 20%</li> </ul>

<b>Responsibility</b>		<ul style="list-style-type: none"> <li>• Innovation - 20%</li> <li>• Results - 20%</li> </ul>
<b>Digital Audio Advertising</b>	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"> <li>• Strategy - 20%</li> <li>• Execution / Media Results - 20%</li> <li>• Creative - 20%</li> <li>• Innovation - 20%</li> <li>• Results - 20%</li> </ul>
<b>Digital OOH Advertising</b>	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"> <li>• Strategy - 20%</li> <li>• Execution / Media Results - 20%</li> <li>• Creative - 20%</li> <li>• Innovation - 20%</li> <li>• Results - 20%</li> </ul>
<b>Offline Digitalisation</b>	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"> <li>• Strategy - 20%</li> <li>• Execution / Media Results - 20%</li> <li>• Creative - 20%</li> <li>• Innovation - 20%</li> <li>• Results - 20%</li> </ul>
<b>Product Innovation</b>	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"> <li>• Strategy - 20%</li> <li>• Execution / Media Results - 20%</li> <li>• Creative - 20%</li> <li>• Innovation - 20%</li> <li>• Results - 20%</li> </ul>
<b>Digital Strategy Person of the Year</b>	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"> <li>• Leadership</li> <li>• Experience</li> <li>• Results</li> </ul>
<b>Digital Creative Person of the Year</b>	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"> <li>• Leadership</li> <li>• Experience</li> <li>• Creativity</li> </ul>

<b>Best Use of CTV</b>	Best use of CTV advertising to deliver the highest level of consumer engagement.	Each criteria will be scored out of 5. <ul style="list-style-type: none"> <li>• Strategy – 20%</li> <li>• Execution / Media Results – 20%</li> <li>• Creative – 20%</li> <li>• Innovation – 20%</li> <li>• Results – 20%</li> </ul>
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## 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 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 at the end of April. If the judges require further information on some of the shortlisted projects, those requests will be sent out during April.

The 2021 winners will be announced at the IAB Europe Interact virtual conference taking place 25<sup>th</sup>-27<sup>th</sup> May.

## 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 can be uploaded as part of these assets. If submitting a video, it should be:

- 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 Helen Mussard – [mussard@iabeuropa.eu](mailto:mussard@iabeuropa.eu) or Liz Haines - [awards@iabeuropa.eu](mailto:awards@iabeuropa.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](mailto: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](mailto: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](mailto: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).