



Research Awards 2021 Entry notes

The IAB Europe Research Awards recognise and showcase great European digital research projects and the contribution they have made to the development of the digital advertising industry.

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.

Why enter?

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

1. Who can enter?

We welcome projects that have been conducted on any budget, large or small, produced by any player in the digital ecosystem, be it national IABs, media owners, publishers, media agencies or research agencies. The project can feature a single European country, or be pan-European or global (as long as at least one of the markets covered is European). The fieldwork must have been undertaken within the last two years (*since 2019*).

2. Entry fees

Early bird entry fee (enter by Friday 12th March): €200 (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): €300 (excl. VAT) for entering a campaign in one category; €200 (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 Research Awards entry form](#)
- [Research Awards - Digital Researcher of the year entry form](#)

4. Categories and judging criteria

The jury will be looking out for projects with clear, straightforward results that can easily be translated into messages and action tips for the digital industry and advertisers.

Category	Category description	Judging criteria
Brand Advertising Effectiveness	Projects that demonstrate the contribution of digital advertising to brand key performance indicators (KPIs) such as awareness, purchase intent or perception.	Each criteria is weighted equally and will be scored out of 5. <ul style="list-style-type: none"> • Robust methodology • Clear results • Efficiency and impact – how the results have been cost effective, returned the investment in the research and influenced marketing and business practice • Innovative subject matter – exploring new topics • Significance – how the results have an effect on the digital advertising business • Full explanation – no supposition should be needed from the judges
Consumer Attitudes and Behaviour	Projects that shed light on consumer media consumption, their views on digital media and what this means for the advertiser.	Each criteria is weighted equally and will be scored out of 5. <ul style="list-style-type: none"> • Robust methodology • Clear results • Efficiency and impact – how the results have been cost effective, returned the investment in the research and influenced marketing and business practice • Innovative subject matter – exploring new topics • Significance – how the results have an effect on the digital advertising business • Full explanation – no supposition should be needed from the judges

<p>Cross-Media Measurement</p>	<p>Projects that demonstrate the application of cross-media measurement, this could include measurement of audiences, brand or sales metrics across media or screens.</p>	<p>Each criteria is weighted equally and will be scored out of 5.</p> <ul style="list-style-type: none"> ● Robust methodology ● Clear results ● Efficiency and impact – how the results have been cost effective, returned the investment in the research and influenced marketing and business practice ● Innovative subject matter – exploring new topics ● Significance – how the results have an effect on the digital advertising business ● Full explanation – no supposition should be needed from the judges
<p>Digital Advertising Formats</p>	<p>Projects that include results on the consumer receptivity to or campaign effectiveness of specific digital advertising formats (i.e. video, display, social etc.).</p>	<p>Each criteria is weighted equally and will be scored out of 5.</p> <ul style="list-style-type: none"> ● Robust methodology ● Clear results ● Efficiency and impact – how the results have been cost effective, returned the investment in the research and influenced marketing and business practice ● Innovative subject matter – exploring new topics ● Significance – how the results have an effect on the digital advertising business ● Full explanation – no supposition should be needed from the judges
<p>Data Effectiveness</p>	<p>Research that demonstrates how data (first, second or third) can improve digital advertising campaign performance.</p>	<p>Each criteria is weighted equally and will be scored out of 5.</p> <ul style="list-style-type: none"> ● Robust methodology ● Clear results ● Efficiency and impact – how the results have been cost effective, returned the investment in the research and influenced marketing and business practice

		<ul style="list-style-type: none"> • Innovative subject matter – exploring new topics • Significance – how the results have an effect on the digital advertising business • Full explanation – no supposition should be needed from the judges
Research Innovation	Projects that encompass new and ground-breaking approaches to research methodology, data science or analysis, who is resetting their research toolkit around the new privacy paradigm.	<p>Each criteria is weighted equally and will be scored out of 5.</p> <ul style="list-style-type: none"> • Robust methodology • Clear results • Efficiency and impact – how the results have been cost effective, returned the investment in the research and influenced marketing and business practice • Innovative subject matter – exploring new topics • Significance – how the results have an effect on the digital advertising business • Full explanation – no supposition should be needed from the judges
Audience Measurement	Projects that have contributed a significant development into how digital audiences are measured. This might be within a market, apply to a specific audience group or the measurement of audiences across specific devices.	<p>Each criteria is weighted equally and will be scored out of 5.</p> <ul style="list-style-type: none"> • Robust methodology • Clear results • Efficiency and impact – how the results have been cost effective, returned the investment in the research and influenced marketing and business practice • Innovative subject matter – exploring new topics • Significance – how the results have an effect on the digital advertising business • Full explanation – no supposition should be needed from the judges
Best Use of Research	Projects that have made use of a specified limited budget for a piece	Each criteria is weighted equally and will be scored out of 5.

<p>Budget</p>	<p>of research. <i>Please ensure the budget range is specified.</i></p>	<ul style="list-style-type: none"> ● Robust methodology ● Clear results ● Efficiency and impact – how the results have been cost effective, returned the investment in the research and influenced marketing and business practice ● Innovative subject matter – exploring new topics ● Significance – how the results have an effect on the digital advertising business ● Full explanation – no supposition should be needed from the judges
<p>Digital Advertising and Marketing Industry Insights</p>	<p>Research projects that have delivered new insight and learnings about the digital advertising industry.</p>	<p>Each criteria is weighted equally and will be scored out of 5.</p> <ul style="list-style-type: none"> ● Robust methodology ● Clear results ● Efficiency and impact – how the results have been cost effective, returned the investment in the research and influenced marketing and business practice ● Innovative subject matter – exploring new topics ● Significance – how the results have an effect on the digital advertising business ● Full explanation – no supposition should be needed from the judges
<p>Digital Researcher of the Year</p>	<p>To acknowledge outstanding contributors in the field of digital advertising and marketing research.</p>	<p>Each criteria is weighted equally and will be scored out of 5.</p> <ul style="list-style-type: none"> ● Leadership ● Experience ● Results

5. Judging process

1. Judges give a score against each criteria for each entry.
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.

- 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 in April or May.

The 2021 winners will be announced at the IAB Europe Interact virtual conference taking place on 25th to 27th May.

6. Entry requirements

For full entry requirements please see the entry forms online:

- [Main Research Awards entry form](#)
- [Research Awards - Digital Researcher of the year entry form](#)

Entrants are required to describe how the entry fulfils the criteria (outlined above) and can also upload supporting assets, e.g. PDF files.

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 and additional assets 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@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 IAB Europe Research Awards 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).