



## **MIXX Awards Europe 2023 Outstanding Contribution to the Digital Advertising Industry Entry Notes**

The MIXX Awards Europe recognise and celebrate the best digital advertising campaigns in Europe. This award is for a team or an individual who has demonstrated an outstanding contribution to the digital advertising industry over the last 12 months. The contribution should be able to demonstrate success against key deliverables which could include launching a new product, helping to deliver a key piece of research, being involved in an industry initiatives or helping a company to advance in new markets or territories. All submissions are welcomed that recognise those key individuals and teams that continually go above and beyond in their daily roles!

Winning entries will be showcased to highlight the outstanding work that individuals are making within the industry.

### **Why enter?**

- Get your team / team member 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. Entry fees**

**Early bird entry fee** (enter by Friday 10th March NOW EXTENDED to Friday March 17): €250 (excl. VAT)

**Regular entry fee** (from 18th March to Friday 14th April NOW EXTENDED to April 21st): €400 (excl. VAT)

**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 2021 Report](#). The markets are: Belarus, Bulgaria, Croatia, Greece, Hungary, Ireland, Romania, Serbia, Slovakia, Slovenia

## 2. Entry timelines

Entries open: 6th February

Early bird deadline NOW EXTENDED to: 17th March

Regular deadline: NOW EXTENDED to 21st March

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

- [Outstanding Contribution to the Digital Marketing industry](#)

## 3. Categories and judging criteria

Category	Category Description	Judging Criteria
<b>Outstanding Contribution to the Digital Advertising Industry</b>	To acknowledge individuals or teams who have made an outstanding contribution to European digital advertising	Each criteria will be scored out of 10. <ul style="list-style-type: none"><li>- Evidence of bringing innovative, sustainable ideas to their organisation</li><li>- Evidence of taking on major responsibilities and delivering results.</li><li>- Examples of going above and beyond to deliver a project.</li></ul> 33% weighting per criteria

## 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 winner.

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 2023 winners will be announced at the IAB Europe Interact conference taking place in May.

## 6. Entry requirements

For full entry requirements please see the entry forms online:

[Outstanding Contribution to the Digital Marketing industry](#)

Entrants are required to provide a summary of the submission, describe how it meets the criteria (outlined above) and upload a supporting video. The video 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

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-Claire Puffett ([puffett@iabeurope.eu](mailto:puffett@iabeurope.eu)) and Liz Haines ([haines@iabeurope.eu](mailto:haines@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](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 2023 competition to contact you regarding your entry or entries, your prospective participation in “Interact 2023” as an awards entrant and other “Interact 2023” 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)).