



## MIXX Awards Europe 2017

### Entry notes

The MIXX Awards recognise and celebrate the year's 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 won a digital award in a national or international award competition are invited to participate.

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.

#### 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 won a digital award in a national or international award competition from 1<sup>st</sup> January 2016 to present can be entered.

#### 2. What are the entry fees?

€300 for entering a campaign in one category; €150 for entering the same campaign in additional categories

#### 3. Entry timelines and other practical information

Entries open: Wednesday 1<sup>st</sup> February 2017 09.00 CET

**Entries deadline: Wednesday 29<sup>th</sup> March 2017 18.00 CET**

Entries can be submitted online [here](#)

#### 4. Judging criteria

The jury will judge the entries against each of the following five criteria:

1. Strategy

2. Execution / Media
3. Creative
4. Innovation
5. Results

Each criteria is weighted equally (20% each) and will be scored out of 5.

## 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.
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 2017 winners will be presented on the evening of May 23 at the Gala Dinner of the IAB Europe Interact conference in Amsterdam.

## 6. Entry requirements

For full entry requirements please see the entry form online [here](#).

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. Categories

**Display Advertising** – best use of display advertising that delivers a high level of consumer engagement.

**Mobile Advertising** – best use of mobile advertising that delivers a high level of consumer engagement.

**Video Advertising** – best use of video advertising that delivers a high level of consumer engagement.

**Social Media** – best use of social media that delivers a high level of consumer engagement.

**Search Advertising** – best use of search advertising that delivers a high level of consumer engagement.

**Native Advertising** – best use of native ad formats that align to the style and format of the surrounding environment that deliver a high level of consumer engagement.

**Branded Content** – best use of original, entertaining or informational content that delivers a high level of consumer engagement.

**Responsive Display Advertising** – best use of responsive display ad formats to enhance a campaign creative across screens.

**Virtual and Augmented Reality** – best use of computer-generated simulation of a real-life situation or layer consumer-generated enhancements on top of existing reality resulting in a highly interactive consumer experience.

**Campaign Effectiveness** – best digital campaigns that have achieved against their stated objectives including whether the target audience was reached and impact on brand (e.g. brand awareness, purchase intent) and sales metrics.

**Programmatic Advertising** – best use of automation or programmatic technology to enhance campaign effectiveness and consumer engagement.

**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).

**Effective Use of Data** – best use of data in clever or innovative ways to drive the effectiveness and success of a campaign.

## 8. 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 best practice libraries
- 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.