

# IAB MIXX AWARDS 2019 ENTRY KIT

ORGANISED BY **BELGIAN ASSOCIATION OF MARKETING**

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## ABOUT THE IAB MIXX AWARDS

The “IAB MIXX Marketing and Interactive Excellence Awards” are a recognition for the best digital cases of the year. 4 jury’s will evaluate the submitted cases within 4 main domains:

1. Digital Communication
2. Digital Platforms
3. Mark Ad-Tech Tools
4. Media

The 4 presidents of the jury’s will also choose winners for three **Special Awards**:

- Most Promising Digital Agency of the Year
- Digital Agency of the Year
- Digital Advertiser of the Year

**The Digital Sales of the Year Award & the Digital Planner of the Year Award** will be chosen by their peers in the market in collaboration with UMA & DMA

**The IAB Mixx Awards is an international initiative organized in Belgium by the Belgian Association Of Marketing and Best of Publishing, publisher of Inside Magazine and Digimedia.be.**

For further details, please visit <https://submit-iabmixxawards.be/>

## KEY DATES FOR THE IAB MIXX AWARDS 2019

- 15 June – 22 September: Call for cases
- 23 September – 27 September: Quality check by the Belgian Association of Marketing
- 30 September – 10 October : Online judging
- 11 October: Jury deliberation
- 16 October: Award Ceremony

**Please make sure you read the Entry Procedure and Rules before registering or completing your entry form.**

## ENTRY PROCEDURE

### ENTRY INFORMATION

Please make sure all information including campaign/product name, client, submitting participants and credits is referenced and spelled exactly as it should appear in information for the media, on trophies, in the IAB MIXX Awards Winners' Gallery, and on printed and multimedia presentation materials for the Awards Gala.

We respect that entries may have information deemed confidential by the client. For this reason, you will have the opportunity in the online entry form to indicate whether or not publishing permission is granted for the written briefs section of the entry form.

**Entries must be submitted by midnight on 22 September 2019**

### FILE COMPOSITION

Ensure you submit all entry materials exactly as they were requested. **Any missing material or information can result in disqualification.**

**The written brief** is the most important part of the entry because it frames the business challenge and illustrates the creative approach as well as the effectiveness of the case.

- The best briefs explain the competitive environment, the objectives and goals, and any evidence of performance. The briefs should respond to the judging criteria, which defer per Jury. That is why you can adapt per Jury your case description (limited to 500 words).
- Briefs should be clear, concise and free of jargon and exaggeration.
- Each Jury analyses the cases of their categories. The judging criteria defer per Jury as explained further in this document.

## WHAT DO WE NEED FROM YOU:

### COMPANY INFORMATION

- Logo client (300 dpi)
- Logo agency (300 dpi)
- Contact details of the person in charge of the submission:  
First name/Name/Function/email/mobile
- Contact details client: Name/Brand/contact name/e-mail/mobile
- Contact details agency: Agency name/First name/Name/Function/email/mobile
- Contact details other parties involved: Company name/First name/Name/Function/email/mobile
- Company information for the invoice Company name/Address/VAT number

### CASE INFORMATION

- Name of the case
- Case image (300 dpi)
- Case video (45 sec. max.)
- Categorie(s)
- Duration/period case
- Images/url of different media (Ex. website, banners/app...)
- Description of the case (in English - Max 500 words – adaptable per category)

## RULES

### ELIGIBILITY

1. The IAB Mixx Awards are open to all creative or media agencies, clients, independent parties, media sales houses, BAM members and BAM non-members.
2. All cases should have run in Belgium between 1 September 2018 to 30 September 2019 in Belgium and should be conceived by the submitting company.
3. Participants are responsible for registering and uploading their case(s). In case several parties worked together on a programme, the lead content party should enter the case and the other party can be mentioned in the section 'Summary/Period'.
4. Everyone can enter one or several cases in one or several categories. Each case may be entered into a maximum of 3 categories but must be written differently each time to reflect the category's particular emphasis.
5. An 'Entry' means one case with one choice of category. Should you enter the same case in, e.g. three categories, this represents three entry and therefore three entry fees. For more information, please see "PRACTICAL".
6. All Entries need to be uploaded by midnight on 22 September 2019
7. If the entry fee is not paid by 30 September 2019 the case(s) will be automatically disqualified.
8. Each entry has to be submitted in English. Creative Material (print & audio-visual) can be submitted in the language of the programme. Submissions must include a written case brief in English. The written brief is limited to 500 words. Video case presentation is limited to 45 seconds.
9. If there is less than 5 cases submitted in a category, the IAB MIXX Awards organisers reserves the right to cancel the entire category.
10. Work submitted must be original or you must have secured rights to submit it. You cannot include any work to which you do not have the rights. However, stock music/ images are allowed if you have the rights to use them.
11. By entering your work for the competition, BAM is automatically granted the right to make copies, reproduce, or display the case material for education and publicity purposes. If you are a winner, your case material can be used in the online winners' gallery on the website of the Belgian Association of Marketing.
12. Submissions should reflect work that was carried out predominantly by the submitting company, and the role of collaborating (creative and media) participants and key individuals should be referenced

## JUDGING PROCEDURE, CRITERIA & CATEGORY

There are 4 juries categories and 5 special Awards. More than one category may be chosen per jury/programme. However, each case must be comply with the criteria per category. In case you have questions regarding the categories, you can contact [Nathalie.prieto@marketing.be](mailto:Nathalie.prieto@marketing.be)

### DIGITAL COMMUNICATION

#### CATEGORIES & CRITERIA:

##### 1. BEST CAMPAIGN - COMMERCIAL

Awards the best campaign that mainly used digital channels (display, video, social, DOOH, e-mailing...) and who had a **commercial** objective, either in B2C, B2B or B2E. This campaign can be short term or long term. The case shows how the digital channels are used in the campaign and how the different touchpoints are combined to get the best result. This category is not about individual techniques, it is about the different techniques responding to each other.

#### Criteria:

- **Insight and strategy (33%):**  
*How was the campaign built to reach its objectives, what was the strategy behind the campaign, How effective was your use of media and targeting*
- **Creativity (33%):**  
*Demonstrate the relation between a big idea and the digital execution.*
- **Results / Engagement (33%):**  
*What effect did the campaign have in the market?*

##### 2. BEST CAMPAIGN - CHARITY

Awards the best campaign that mainly used digital channels (display, video, social, DOOH, e-mailing...). and who had a **charity** objective. This campaign can be short term or long term. The case shows how the digital channels are used in the campaign and how the different touchpoints are combined to get the best result. This category is not about individual techniques, it's about the different techniques responding to each other.

#### Criteria:

- **Insight and strategy (33%):**  
*How was the campaign built to reach its objectives, what was the strategy behind the campaign, How effective was your use of media and targeting*
- **Creativity (33%):**  
*Demonstrate the relation between a big idea and the digital execution.*
- **Results / Engagement (33%):**  
*What effect did the campaign have in the market?*

## MARK-AD TECH TOOL

### CATEGORIES & CRITERIA:

#### 1. BEST MARK-AD TECH TOOL

Awards the best Mark-Ad Tech tool (Data, chatbot, virtual reality, 3D, artificial intelligence, blockchain, voice marketing, DMP, DSP, SSP...). Technology is the base of the evolution of the marketing activities nowadays. Cases in this category have to proof how innovative they are and how unique they are in helping actors (advertisers, agencies, media agencies...) in the marketing industry.

##### **Criteria Best Mark-Ad Tech tool**

- 20% Dashboarding/reporting
- 20% Penetration
- 20% Innovation
- 20% Added Value
- 20% Time Efficiency

#### 2. BEST USE OF MARK-AD TECH TOOL

Awards the best use of a Mark-ad Tech tool (Data, chatbot, virtual reality, 3D, artificial intelligence, blockchain, voice marketing, DMP, DSP, SSP...) within a campaign. The jury will focus on how the tool has been used and how it helped to achieve the objectives.

##### **Criteria Best use of Mark-ad Tech tool**

- 33% Results
- 33% Future Vision (creative use)
- 33% Added Value to the campaign



## MEDIA

### CATEGORIES & CRITERIA:

#### 1. BEST BRAND ENGAGEMENT CAMPAIGN

Awards the best digital campaign with a clear branding strategy. The jury will focus on objectives, strategy and results. The cases in this category can include any type of digital media (including DOOH, digital radio, addressable tv-advertising...)

##### Criteria Best Brand Engagement Campaign

- **33% KPI, objectives**
- **33% Media Strategy**
- **33% Results:** useful score, brand recognition and lift, brand consideration, reach on target...

#### 2. BEST CONSUMER ENGAGEMENT CAMPAIGN

Awards the best digital campaign with a clear performance strategy. The jury will focus on objectives, the use of technology, data and results, but also on the efforts in optimizing the results (clicks, leads, sales...) during the campaign. The cases in this category can include any type of digital media (including DOOH, digital radio, addressable tv-advertising...)

##### Criteria Best Consumer Engagement campaign

- **33% KPI, objectives** (CPA, CPS, CPL, CPC...), **strategy**
- **33% Use of technology and data** (programmatic buying, DMP, attribution model...) & **campaign optimization**
- **33% Results** : number of leads, sales, cost per lead, engaged traffic to website...

#### 3. BEST INFLUENCER CAMPAIGN

Awards the best influencer marketing campaign used in relevant digital channels. The cases focus on how influencers are used to increase the audience and on their additional role in the marketing campaign.

##### Criteria Best Influencer campaign

- **33% Insight and strategy** : how was the influencers used to reach the objectives, how effective was your use of influencers and targeting
- **33% creativity:** demonstrate the relation between influencer's idea and the digital execution
- **33% results:** what effect did the campaign have in the market

## DIGITAL PLATFORMS

### CATEGORY & CRITERIA:

#### 1. DESIGN & UX & UI/DASH BOARDING

Awards the best design and user experience (UX) of a digital platform (Website, Mobile site, App, Walled garden on any type of device). Creativity, innovation and engagement will be judged.

#### Criteria

- 33% Design
- 33% UX
- 33% UI/Dash Boarding

## **SPECIAL JURY AWARDS**

The 4 presidents of each jury will also select special awards in the following categories. Cases cannot be entered for these Special Jury Awards as these cases will be prepared by all the jury members and decided by the 4 presidents

### **CATEGORIES ELECTED BY THE 4 PRESIDENTS**

#### **1. MOST PROMISING DIGITAL AGENCY OF THE YEAR**

Awards among the agencies that submitted cases for the IAB MIXX Awards 2019 the one with the most potential (only companies with less than 3 years of existence can win this award)

#### **2. DIGITAL AGENCY OF THE YEAR**

Awards the agency that is the most remarkable, based on all entries and awards of the IAB Mixx awards 2019

#### **3. DIGITAL ADVERTISER OF THE YEAR**

Awards the advertiser that is the most remarkable, based on all entries and awards of the IAB Mixx awards 2019

### **CATEGORIES ELECTED BY THE DIGITAL MEDIA & SALES COMMUNITY**

#### **1. DIGITAL MEDIA PLANNER/TRADER OF THE YEAR**

Awards the most appreciated digital media planner or trader in Belgium

#### **2. DIGITAL SALES OF THE YEAR**

Awards the most appreciated digital media planner or trader in Belgium

## PRACTICALS

To enter your case please follow the steps below:

1. Register on: <https://submit-iabmixxawards.be/submit-case>
2. Fill in the online entry form. You will then automatically receive a login and password to access the site.

## FEE

- €120 (VAT excluded) for BAM members per case and per category.
- €170 (VAT excluded) for non BAM Members per case and per category.

Fee has to be paid before 30 September 2019; otherwise case(s) will be automatically disqualified.

Registrations for the Gala Event are not included in this entry fee.

Deadline to enter the IAB MIXX Awards Belgium: **22nd September 2019 at 11.59pm.**

Entrants can submit a case in different categories and submit multiple cases for each category.

## RESULTS

The winners will be revealed during the Awards Ceremony on Wednesday evening **the 16th of October 2019** in Tour&Taxis Brussels.

Reserve your seats on [www.mixxawards.be](http://www.mixxawards.be).

## CONTACT US

If you have any questions, please do not hesitate to contact us:

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