

# IAB MIXX AWARDS 2021 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 experiences of the year. 4 jury’s will evaluate the submitted cases within 4 main domains:

1. Digital Communication
2. Digital Media
3. Digital Platform UX
4. Digital Marketing Technology

**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 2021

- May 17 – September 10: Call for cases
- September 11 – September 17: Quality check by the Belgian Association of Marketing
- September 18 – September 24: Online judging
- October 1st: Jury deliberation
- October 14: 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/tool name, client (if applicable), 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. 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 September 10, 2021**

### 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 entry.

- **English** is mandatory for the written brief
- The best briefs explain the competitive environment, the objectives and goals, and any evidence of performance. The brief should respond to the judging criteria (limited to 500 words).
- Briefs should be clear, concise and free of jargon and exaggeration.
- Each Jury analyses the entries in their categories. The judging criteria defer per Jury as explained further in this document.

## WHAT DO WE NEED FROM YOU:

### COMPANY INFORMATION

- Contact details of the person in charge of the submission:  
Company/Name/First name/Function/Mobile/Address/Postcode/City/VAT
- Contact details submitter: Company name/ Logo (300 dpi)/URL/Key contact name/ Key contact first name/Email/Mobile
- Contact details other parties involved (if any): Company name/ Logo (300 dpi) )/URL/Key contact name/ Key contact first name/Email/Mobile
- Contact details client (if any): Company name/ Logo (300 dpi) )/URL/Key contact name/ Key contact first name/Email/Mobile

### SUBMISSION INFORMATION

- Name of the submitted case
- Selected category(ies)
- Written brief (in English - Max 500 words – adaptable per category)
- Case Image (300 dpi)
- Video presentation (120 sec. max.)
- Period (Digital Communication & Digital Media only)
- Media used: Images/URL of different media (Digital Communication & Digital Media only)
- Other material (All categories)

## RULES

### ELIGIBILITY

1. The IAB MIXX Awards are open to all creative, design or media agencies, advertisers, independent parties, media sales houses, technology providers, BAM members and BAM non-members.
2. All entries within the Digital Communication & Digital Media categories should have run in Belgium between September 1<sup>st</sup>, 2020 until September 1<sup>st</sup>, 2021 and should be conceived by the submitting company.
3. All entries within the Design & UX category should have been conceived in Belgium between September 1<sup>st</sup>, 2020 till September 1<sup>st</sup>, 2021 by the submitting company.
4. All entries within the Digital Marketing Technology category should have been developed by the submitting company.
5. Submitters are responsible for registering and uploading their case(s). In case several parties worked together, the leading party should enter the case and the other party can be mentioned in the section 'Summary/Period'.
6. Everyone can enter one or several cases in one or several categories. Each submission may be entered into a maximum of 3 categories but must be written differently each time to reflect the category's particular emphasis. Not all combinations are allowed.
7. An "Entry" means one case (campaign/artwork/product/tool) with one choice of category. Should you enter the same case in, e.g. three categories, these represents three entries and therefore three entry fees. For more information, please see " PRACTICAL".
8. All entries need to be uploaded by midnight on September 11, 2021
9. If the entry fee is not paid by October 1<sup>st</sup> 2021, the submission(s) will be automatically disqualified.
10. Each entry has to be submitted in English. Creative Material (print & audio-visual) can be submitted in the original language. Entries must include a written case brief in English. The written brief is limited to 500 words. Video case presentation is limited to 90 seconds.
11. If there is less than 5 entries in a category, the IAB MIXX Awards organisers reserves the right to cancel the entire category.
12. 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.
13. 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, you case material can be used in the online winners' gallery on the website of the Belgian Association of Marketing.
14. 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. More than one category may be chosen per jury/programme. However, each submission must be compliant 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?*

### 3. BEST CAMPAIGN – CORONA CRISIS

Awards the most meaningful campaign during the Corona crisis and which mainly used digital channels (display, video, social, DOOH, e-mailing...). 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?*



## DIGITAL MEDIA

### CATEGORIES & CRITERIA:

#### 1. BEST MEDIA ENGAGEMENT CAMPAIGN

Awards the best digital campaign behind the different touchpoints. The jury will focus on Media technicity (what audience and/or optimization tools and technologies were used) & Results. The submissions in this category can include any type of digital media (including DOOH, digital radio, addressable tv-advertising...)

##### Criteria Best Brand Engagement Campaign

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

#### 2. BEST USE OF ADVERTISING TECHNOLOGY

Awards the best use of Ad tech (Virtual reality, artificial intelligence, blockchain, DMP, DSP, SSP...) within a campaign. The jury will focus on how the tool(s) has been used and how it helped to achieve the objectives.

##### Criteria Best use of Advertising Technology

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

#### 3. BEST DIGITAL AUDIO CAMPAIGN

Awards the Best digital audio campaign broadcasted on digital audio channels (Streaming platform, Podcasts platforms, Webradio, etc). Digital audio campaign means any kind of audio ads within any kind of streaming platform. The case focus on how the digital audio campaign fit with the marketing objectives & increase the impact of the global campaign (if any).

##### Criteria Digital Audio Campaign

- **KPI's and strategy (33%):** *How does it fit into a larger media-strategy*
- **Targeting (33%):** *Device, geography, socio-demo, behavioral, weather...*
- **Results (33%)**

## DIGITAL MARKETING TECHNOLOGY

### CATEGORIES & CRITERIA:

#### 1. BEST BELGIAN MARKETING TOOL

Awards the best marketing 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. Submissions 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 Belgian Marketing Tool

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

#### 2. BEST INTERNATIONAL MARKETING TOOL

Awards the best marketing 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. Submissions 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 International Marketing Tool

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

## DIGITAL DESIGN & UX

### CATEGORY & CRITERIA:

#### 1. BEST VISUAL DESIGN

Awards the best visual design of a digital platform (Website, App on any type of device).

##### Criteria

- How does visual design serves the UX ? (20%)
- How does visual design reflects the brands positioning? (20%)
- How does visual design serves the overall objectives of the project? (20%)
- Best practice and innovation? (20%)
- Design Impact (20%)

#### 2. BEST USER EXPERIENCE

Awards the best User Experience of a digital platform (Website, App on any type of device).

##### Criteria

- How does UX serves the business strategy? (20%)
- User centricity (20%)
- Consistency (20%)
- Best practice and Innovation (20%)
- Performance (20%)

## PRACTICALS

To enter your submission 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 entry and per category.
- €170 (VAT excluded) for non BAM Members per entry and per category.

Fee has to be paid before October 1st 2021; if not, submission(s) will be automatically disqualified.

Registrations for the Awards Ceremony **are not included in this entry fee**. Check [www.mixxawards.be](http://www.mixxawards.be) for registration.

Deadline to enter the IAB MIXX Awards Belgium: **September 10, 2021 at 11.59pm**.

Entrants can propose a case (campaign/product/tool) in different categories and propose multiple submissions for each category.

## RESULTS

The winners will be revealed during the Awards Ceremony on Wednesday evening **October 14, 2021** 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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