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DIGITAL
ADVERTISING
AWARDS
2023

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2023

2023 IAB NEW ZEALAND
DIGITAL ADVERTISING AWARDS

**CALL FOR
ENTRIES**

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ADVERTISING AWARDS**

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1.0

2023 IAB NEW ZEALAND DIGITAL ADVERTISING AWARDS

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2023

1.0 2023 IAB NEW ZEALAND DIGITAL ADVERTISING AWARDS

The IAB New Zealand Digital Advertising Awards celebrates the increasing success of the digital media advertising industry in New Zealand.

In 2022 digital advertising revenue continued to climb, reaching \$2.025 billion⁽¹⁾, with growth of almost 9.6% on the previous year⁽²⁾, however share of New Zealand Advertising Industry Revenue is now 59.8%⁽³⁾ compared to 57.8% in 2021⁽⁴⁾, up 2.0% percentage points. This represents year-on-year growth in share for digital revenue of 3.5%. Digital revenue continues to grow and cement itself as an increasingly important component of many advertisers' marketing strategies.

Reflecting the significantly higher profile of the Awards over the past five years, key stakeholder feedback from agencies, brands and publishers has contributed to shaping and increasing the number of Awards categories. This has increased from 17 in 2018 to 39 in 2021 and 2022, and 42 in 2023.

Our industry is continually evolving, and growing the IAB New Zealand Digital Advertising Awards ensures we recognise and celebrate excellence and the achievements of the very best companies and individuals in our industry.

The Awards provide entrants with the opportunity to showcase their work, be recognised at a nationwide level and benchmark their work against other industry professionals.

The 2023 IAB New Zealand Digital Advertising Awards will recognise outstanding companies and individuals and bring together over 300 of the very best in New Zealand digital advertising, each of whom are shaping this dynamic industry.

This key calendar event on Thursday 2 November 2023 at the Auckland War Memorial Museum provides entrants with the opportunity to be showcased amongst the very best in the industry.



Gill Stewart
CEO

Sources:

1. IABNZ FY 2022 H2 2022 Q4 2022 Digital Advertising Revenue Report
2. IABNZ FY 2021 H2 2021 Q4 2021 Q3 2021 Digital Advertising Revenue Report
3. ASA New Zealand Advertising Industry Revenue Report 2022
4. ASA New Zealand Advertising Industry Revenue Report 2021

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2.0

ENTRIES

2.1 WHY ENTER

2.2 WHO CAN ENTER

2.3 ELIGIBILITY

2.4 ENTRY PROCESS

2.5 ENTRY FEE

2.6 IMPORTANT DATES

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2.0 ENTRIES

2.1 WHY ENTER

- Have your work recognised by clients, agencies and publishers at a national level.
- Have your work viewed by leaders of the industry.
- Develop business opportunities.
- Benchmark your work against other industry professionals.
- Inspire the community.
- Challenge and reward your team.

2.2. WHO CAN ENTER

IAB New Zealand Membership is not a requirement for entry for the 2023 IAB New Zealand Digital Advertising Awards, with the exception of Agency of the Year.

We welcome submissions that have been produced by any player in the digital ecosystem - Advertising Agencies, Advertisers, Creative Agencies, Media Agencies, Media and Marketing Consultancies, Publishers, Vendors/Ad Tech companies.

Refer to Entry Eligibility within each Award for details of specific entry eligibility. Some Awards do not permit joint entries and others do.

2.3 ELIGIBILITY

Entries relating to activity that ran in New Zealand between **1 July 2022 - 30 June 2023** are eligible to enter. Activity may have been introduced earlier but must have run during this period and have data and results relevant to the eligibility period.

You may nominate yourself or you may nominate a colleague such as a manager/team leader or client.

2.4 ENTRY PROCESS

All entries must be submitted through the submission platform, Award Force, by **23:59pm, Monday 21 August 2023.**

Supporting documentation can be attached to your entry. (There is no maximum file size for submissions):

TO ENTER, VISIT:

iabnzdigitaladvertisingawards.awardsplatform.com

2.5 ENTRY FEE

MEMBERS

Entry Fee: \$200 + GST

Late Entry Fee: \$370 + GST

NON-MEMBERS

Entry Fee: \$310 + GST

Late Entry Fee: \$475 + GST

Note: There is no entry fee for nominations to the Council Member of the Year or Service to the Industry Awards.

2.6 IMPORTANT DATES

Entries Open:

Friday 30 June 2023

Entries Close:

Monday 21 August 2023 | 23:59pm




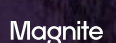
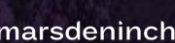
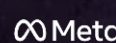
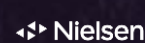

Late Entries Close:





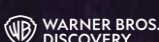
Wednesday 23 August 2023 | 5:00pm

Awards Event :

Thursday 2 November 2023

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3.0

JUDGING

3.1 THE JUDGING PROCESS

3.2 JUDGES' NON-DISCLOSURE AGREEMENT

 **Abilis**  **Google**  **LUMO**  **Magnite**  **marsdeninch**

 **Meta**  **Nielsen**  **ROVA**  **Stuff**  **theTradeDesk**

 **trademe**  **tvnz+**  **VISTAR MEDIA**  **WARNER BROS. DISCOVERY**

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3.1 THE JUDGING PROCESS

Entries will be assessed by a large independent panel of industry experts. The Judging Panel will assess each entry according to the criteria and merits, taking into account all information provided. Full and completed submissions have the best chance, so be sure to include as much information as possible and adhere to the word limit. The Judging Panel will then select finalists and winners for each category.

For entries to be fully assessed, it is important that you provide as much detail in your entries as possible and specifically relate this to the entry criteria for each Award. Greater transparency with the judges will enable them to score you fairly. All judges are required to sign a non-disclosure agreement before participating. Judges will not be involved in any categories where commercial conflict could arise.

Our panel of seasoned digital experts will carefully judge each nomination against the judging criteria. Scores will be collated and reviewed by the Executive Judging Panel. The judging process will take place in September 2023.

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3.2 JUDGES' NON-DISCLOSURE AGREEMENT

As a judge of the Awards, I hereby pledge that in accepting this role:

1. I will not divulge or utilise confidential information gained from judging submissions, or discuss with any other party, any details of any Award entry that I am required to judge.
2. I will perform the task required of me to the best of my ability in accordance with the procedures set down and in the spirit of the Awards, without bias or prejudice to any entrant or entry.
3. I will declare to the IAB New Zealand any involvement that I have had in any Award entry listed for me to judge.
4. I will not copy or retain any entry material during the online or live judging process, nor remove any written notice, material, score sheet, document or part of any Award entry.

INTRODUCTION

- A. The Recipient has or will be provided with certain information which is the property of the Provider and which is secret and of value to the Provider.
- B. The Recipient has agreed to be bound by certain duties of confidentiality and non-use in respect of the information.

TERMS OF THIS AGREEMENT

1.0 DEFINITION

1.1 Confidential Information means all information, data and know-how concerning, relating to or incidental to the business activities or proposed business activities of the Provider which is disclosed by the Provider or any of its employees or representatives in any form whatsoever including in writing, electronically, verbally or by access to the Provider's computer systems, which shall include the fact that the parties are holding discussions and the nature of those discussions but shall not include information, data or know-how:

- a. which can be established by written records already known to the Recipient or the public at the time of its disclosure;
- b. which enters the public domain through no fault of the Recipient; or
- c. that is required by law to be disclosed or given.

2.0 DISCLOSURE

2.1 Except as provided under clause 4 the Recipient agrees not to disclose or otherwise publish the Confidential Information without the prior written consent of the Provider, unless required to do so by law, in which case the Recipient will

use all reasonable endeavors to notify the Provider of the intended disclosure prior to the disclosure being made.

3.0 USE

3.1 The Recipient agrees not to use the Confidential information for any purpose other than that for which the information was provided. In the case of any uncertainty, the Recipient agrees to obtain prior clearance from the Provider.

4.0 EMPLOYEES AND AGENTS

4.1 When disclosure to employees or agents is necessary the Recipient must ensure that those employees or agents are bound by equivalent duties of confidentiality and non-use as those set out in this agreement.

5.0 MATERIAL

5.1 The Recipient must take all reasonable care to ensure that all materials in the possession of the Recipient which contain or incorporate Confidential Information be securely kept and shall return, destroy or otherwise deal with as directed all material containing or incorporating the Confidential Information on the direction of the Provider.

6.0 INDEMNITY

6.1 The Recipient agrees to indemnify the Provider for any loss or damage caused directly or indirectly for any failure by the Recipient or any employee or agent to observe the terms of this agreement, including payment of all costs (including costs on a solicitor client basis) incurred by the Provider in enforcing the provisions of this agreement.

7.0 OTHER AGREEMENTS

7.1 The Recipient's obligations in respect of the Confidential Information are in addition to any other obligation under any other agreement which involves the Confidential information, unless expressly excluded by reference.

8.0 APPLICATION AND TERM OF AGREEMENT

8.1 This agreement applies to all Confidential Information whether provided to the Recipient before, on or after the date of this agreement.

8.2 This agreement continues until the Provider and the Recipient agree that the Recipient's obligations under this agreement shall cease.

9.0 JURISDICTION

9.1 This agreement must be construed in accordance with the laws of New Zealand and the parties to this agreement irrevocably submit to the jurisdiction of the courts in New Zealand.

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4.0

2023 CATEGORIES AND AWARDS

- 4.1 SALES AND AD OPERATIONS AWARDS
- 4.2 CHANNEL EXCELLENCE AWARDS
- 4.3 CAMPAIGN EFFECTIVENESS AWARDS
- 4.4 DATA AND EFFECTIVENESS AWARDS
- 4.5 GRAND AWARDS

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4.0 CATEGORIES AND AWARDS

4.1 SALES AND AD-OPERATIONS AWARDS

- 4.1.1 AUDIO SALES EXCELLENCE AWARD
- 4.1.2 DISPLAY SALES EXCELLENCE AWARD
- 4.1.3 DOOH SALES EXCELLENCE AWARD
- 4.1.4 MOBILE SALES EXCELLENCE AWARD
- 4.1.5 NATIVE SALES EXCELLENCE AWARD
- 4.1.6 SEARCH SALES EXCELLENCE AWARD
- 4.1.7 SOCIAL SALES EXCELLENCE AWARD
- 4.1.8 SPONSORSHIP SALES EXCELLENCE AWARD
- 4.1.9 VIDEO SALES EXCELLENCE AWARD
- 4.1.10 JUNIOR AD OPERATIONS EXCELLENCE AWARD
- 4.1.11 SENIOR AD OPERATIONS EXCELLENCE AWARD
- 4.1.12 TECHNICAL AD OPERATIONS EXCELLENCE AWARD

4.2 CHANNEL EXCELLENCE AWARDS

- 4.2.1 BEST USE OF AUDIO AWARD
- 4.2.2 BEST USE OF DISPLAY AWARD
- 4.2.3 BEST USE OF DOOH AWARD
- 4.2.4 BEST USE OF GAMING AWARD
- 4.2.5 BEST USE OF MOBILE AWARD
- 4.2.6 BEST USE OF NATIVE AWARD
- 4.2.7 BEST USE OF SOCIAL AWARD
- 4.2.8 BEST USE OF SPONSORSHIP AWARD
- 4.2.9 BEST USE OF VIDEO AWARD

4.3 CAMPAIGN EFFECTIVENESS AWARDS

- 4.3.1 BEST BRAND CAMPAIGN AWARD
- 4.3.2 BEST CAMPAIGN ON A BUDGET AWARD
- 4.3.3 BEST CHARITY CAMPAIGN AWARD
- 4.3.4 BEST ECOMMERCE CAMPAIGN AWARD
- 4.3.5 BEST INTEGRATED DIGITAL EXCLUSIVE CAMPAIGN AWARD
- 4.3.6 BEST MULTI-CHANNEL INTEGRATION CAMPAIGN AWARD
- 4.3.7 BEST PERFORMANCE CAMPAIGN AWARD

4.4 DATA AND EFFECTIVENESS AWARDS

- 4.4.1 BEST USE OF DATA: CAMPAIGN TARGETING AWARD
- 4.4.2 BEST USE OF DATA: CAMPAIGN MEASUREMENT AND OPTIMISATION AWARD
- 4.4.3 BEST OF USE PROGRAMMATIC AWARD
- 4.4.4 BEST USE OF SEM AND/OR SEO AWARD
- 4.4.5 BEST USE OF TECHNOLOGY AWARD

4.5 GRAND AWARDS

- 4.5.1 DIGITAL SALES EXCELLENCE (INDIVIDUAL) AWARD
- 4.5.2 DIGITAL SALES EXCELLENCE (TEAM) AWARD
- 4.5.3 DIGITAL PRODUCT OF THE YEAR AWARD
- 4.5.4 DIGITAL START-UP OF THE YEAR AWARD
- 4.5.5 COUNCIL MEMBER OF THE YEAR AWARD
- 4.5.6 EMERGING TALENT AWARD
- 4.5.7 SERVICE TO THE INDUSTRY AWARD
- 4.5.8 AGENCY OF THE YEAR AWARD
- 4.5.9 BEST IN SHOW

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4.1

SALES AND AD OPERATIONS AWARDS



4.1 SALES AND AD OPERATIONS AWARDS

4.1.1 AUDIO SALES EXCELLENCE

AWARD DESCRIPTION

Judges will be awarding a sales professional who has truly excelled with their Audio strategy, including Podcasting or Digital Audio. Entrants should demonstrate how they have embraced or assisted in the development of Audio advertising within the digital ecosystem, by using Audio to fulfil each of the Entry Criteria below. This could be at a campaign level, or across a broader portfolio of clients.

ENTRY ELIGIBILITY

Sales professionals (individual) within Publisher/Media and Vendor/Ad Tech companies only. No joint entries.

Entries relating to activity that ran in New Zealand between 1 July 2022 - 30 June 2023 are eligible to enter. Activity may have been introduced earlier but must have run during this period and have data and results relevant to the eligibility period.

ENTRY SUMMARY: WHY SHOULD THIS ENTRY WIN AN AWARD?

WORD LIMIT	150
WORD LIMIT (EXCLUDING ENTRY SUMMARY)	1200

ENTRY CRITERIA	WEIGHTING
Insights. Demonstrates a thorough understanding of client business objectives (including KPIs, which could include but is not limited to, listen through rates/click through rates, shakes, impressions, unique listeners or devices that have been exposed to content, streams, engagement, completion rates, conversion rates and reach etc, and actionable metrics, for example, lift in brand awareness, units sold and customer acquisition etc), and the ability to recommend and align relevant products accordingly. This could include any research, insights, and competitive analysis information etc, from which recommendations were based.	25%
Proposals. Produces clear, concise, and engaging proposal(s) in response to client brief(s) or RFPs, which incorporate into recommendations a thorough understanding of client business objectives, for example, raw data points and benchmarks for success (KPIs), and how these will be achieved. These proposal(s) will clearly articulate the Audio buying approach, for example, audience selection, data, advertising formats, ad position, engagement, impressions, listens and content selection, conversions, CPM etc.	25%
Relationships. Identifies relevant key stakeholder relationships and how these relationships have been harnessed to upsell and create further opportunities, whilst continuously demonstrating values of trust, ethics, and integrity.	25%
Results. Conducts unbiased debrief at end of the campaign(s), which includes post campaign analysis which demonstrates campaign(s) ROI delivery in line with client business objectives, and accurately calculates Audio metrics.	25%
TOTAL	100%

4.1 SALES AND AD OPERATIONS AWARDS

4.1.2 DISPLAY SALES EXCELLENCE

AWARD DESCRIPTION

Judges will be awarding a sales professional who has truly excelled with their Display strategy. Entrants should demonstrate how they have embraced or assisted in the development of Display advertising within the digital ecosystem, by using Display to fulfil each of the Entry Criteria below. This could be at a campaign level, or across a broader portfolio of clients.

ENTRY ELIGIBILITY

Sales professionals (individual) within Publisher/Media and Vendor/Ad Tech companies only. No joint entries.

Entries relating to activity that ran in New Zealand between 1 July 2022 - 30 June 2023 are eligible to enter. Activity may have been introduced earlier but must have run during this period and have data and results relevant to the eligibility period.

ENTRY SUMMARY: WHY SHOULD THIS ENTRY WIN AN AWARD?

WORD LIMIT	150
WORD LIMIT (EXCLUDING ENTRY SUMMARY)	1200

ENTRY CRITERIA	WEIGHTING
Insights. Demonstrates a thorough understanding of client business objectives (including KPIs, which could include but is not limited to, clicks, views and likes etc, and actionable metrics, for example, lift in brand awareness, units sold and customer acquisition etc), and the ability to recommend and align relevant products accordingly. This could include any research, insights, and competitive analysis information etc, from which recommendations were based.	25%
Proposals. Produces clear, concise, and engaging proposal(s) in response to client brief(s) or RFPs, which incorporate into recommendations a thorough understanding of client business objectives, for example, raw data points and benchmarks for success (KPIs), and how these will be achieved. These proposal(s) will clearly articulate the Display buying approach, for example, audience selection, data, advertising formats, viewability, engagement, impressions, click-through rate (CTR), conversions, CPM, CPC etc.	25%
Relationships. Identifies relevant key stakeholder relationships and how these relationships have been harnessed to upsell and create further opportunities, whilst continuously demonstrating values of trust, ethics, and integrity.	25%
Results. Conducts unbiased debrief at end of the campaign(s), which includes post campaign analysis which demonstrates campaign(s) ROI delivery in line with client business objectives, and accurately calculates Display metrics.	25%
TOTAL	100%

4.1 SALES AND AD OPERATIONS AWARDS

4.1.3 DOOH SALES EXCELLENCE

AWARD DESCRIPTION

Judges will be awarding a sales professional who has truly excelled with their DOOH strategy. Entrants should demonstrate how they have embraced or assisted in the development of DOOH advertising within the digital ecosystem, by using DOOH to fulfil each of the Entry Criteria below. This could be at a campaign level, or across a broader portfolio of clients.

ENTRY ELIGIBILITY

Sales professionals (individual) within Publisher/Media and Vendor/Ad Tech companies only. No joint entries.

Entries relating to activity that ran in New Zealand between 1 July 2022 - 30 June 2023 are eligible to enter. Activity may have been introduced earlier but must have run during this period and have data and results relevant to the eligibility period.

ENTRY SUMMARY: WHY SHOULD THIS ENTRY WIN AN AWARD?

WORD LIMIT	150
WORD LIMIT (EXCLUDING ENTRY SUMMARY)	1200

ENTRY CRITERIA	WEIGHTING
Insights. Demonstrates a thorough understanding of client business objectives (including KPIs, which could include but is not limited to, audience insight data, and actionable metrics, for example, lift in brand awareness, units sold and customer acquisition etc), and the ability to recommend and align relevant products accordingly. This could include any research, insights, and competitive analysis information etc, from which recommendations were based.	25%
Proposals. Produces clear, concise, and engaging proposal(s) in response to client brief(s) or RFPs, which incorporate into recommendations a thorough understanding of client business objectives, for example, raw data points and benchmarks for success (KPIs), and how these will be achieved. These proposal(s) will clearly articulate the DOOH buying approach, for example, audience selection, data, advertising formats, engagement, impressions, panels and panel selections, conversions, CPM etc.	25%
Relationships. Identifies relevant key stakeholder relationships and how these relationships have been harnessed to upsell and create further opportunities, whilst continuously demonstrating values of trust, ethics, and integrity.	25%
Results. Conducts unbiased debrief at end of the campaign(s), which includes post campaign analysis which demonstrates campaign(s) ROI delivery in line with client business objectives, and accurately calculates DOOH metrics.	25%
TOTAL	100%

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4.1 SALES AND AD OPERATIONS AWARDS

4.1.4 MOBILE SALES EXCELLENCE

AWARD DESCRIPTION

Judges will be awarding a sales professional who has truly excelled with their Mobile strategy. Entrants should demonstrate how they have embraced or assisted in the development of Mobile advertising within the digital ecosystem, by using Mobile to fulfil each of the Entry Criteria below. This could be at a campaign level, or across a broader portfolio of clients.

ENTRY ELIGIBILITY

Sales professionals (individual) within Publisher/Media and Vendor/Ad Tech companies only. No joint entries.

Entries relating to activity that ran in New Zealand between 1 July 2022 - 30 June 2023 are eligible to enter. Activity may have been introduced earlier but must have run during this period and have data and results relevant to the eligibility period.

ENTRY SUMMARY: WHY SHOULD THIS ENTRY WIN AN AWARD?

WORD LIMIT	150
WORD LIMIT (EXCLUDING ENTRY SUMMARY)	1200

ENTRY CRITERIA	WEIGHTING
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Insights. Demonstrates a thorough understanding of client business objectives (including KPIs, which could include but is not limited to, clicks, views and likes etc, and actionable metrics, for example, lift in brand awareness, units sold and customer acquisition etc), and the ability to recommend and align relevant products accordingly. This could include any research, insights, and competitive analysis information etc, from which recommendations were based.	25%
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Proposals. Produces clear, concise, and engaging proposal(s) in response to client brief(s) or RFPs, which incorporate into recommendations a thorough understanding of client business objectives, for example, raw data points and benchmarks for success (KPIs), and how these will be achieved. These proposal(s) will clearly articulate the Mobile buying approach, for example, audience selection, data, geo-location, advertising formats, engagement, impressions, click-through rate (CTR), conversions, CPM, CPC etc these proposals will also clearly demonstrate an understanding of the technical aspects of Mobile and how these may impact metrics.	25%
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Relationships. Identifies relevant key stakeholder relationships and how these relationships have been harnessed to upsell and create further opportunities, whilst continuously demonstrating values of trust, ethics, and integrity.	25%
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Results. Conducts unbiased debrief at end of the campaign(s), which includes post campaign analysis which demonstrates campaign(s) ROI delivery in line with client business objectives, and accurately calculates Mobile metrics.	25%
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TOTAL	100%
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4.1 SALES AND AD OPERATIONS AWARDS

4.1.5 NATIVE SALES EXCELLENCE

AWARD DESCRIPTION

Judges will be awarding a sales professional who has truly excelled with their Native strategy. Entrants should demonstrate how they have embraced or assisted in the development of Native advertising within the digital ecosystem, by using Native to fulfil each of the Entry Criteria below. This could be at a campaign level, or across a broader portfolio of clients.

ENTRY ELIGIBILITY

Sales professionals (individual) within Publisher/Media and Vendor/Ad Tech companies only. No joint entries.

Entries relating to activity that ran in New Zealand between 1 July 2022 - 30 June 2023 are eligible to enter. Activity may have been introduced earlier but must have run during this period and have data and results relevant to the eligibility period.

ENTRY SUMMARY: WHY SHOULD THIS ENTRY WIN AN AWARD?

WORD LIMIT	150
WORD LIMIT (EXCLUDING ENTRY SUMMARY)	1200

ENTRY CRITERIA	WEIGHTING
Insights. Demonstrates a thorough understanding of client business objectives (including KPIs, which could include but is not limited to, clicks, views and likes etc, and actionable metrics, for example, lift in brand awareness, units sold and customer acquisition etc), and the ability to recommend and align relevant products accordingly. This could include any research, insights, and competitive analysis information etc, from which recommendations were based.	25%
Proposals. Produces clear, concise, and engaging proposal(s) in response to client brief(s) or RFPs, which incorporate into recommendations a thorough understanding of client business objectives, for example, raw data points and benchmarks for success (KPIs), and how these will be achieved. These proposal(s) will clearly articulate the Native buying approach, for example, audience selection, context, data, advertising formats, level of content integration, engagement, impressions, click-through rate (CTR), conversions, CPM, CPC etc.	25%
Relationships. Identifies relevant key stakeholder relationships and how these relationships have been harnessed to upsell and create further opportunities, whilst continuously demonstrating values of trust, ethics, and integrity.	25%
Results. Conducts unbiased debrief at end of the campaign(s), which includes post campaign analysis which demonstrates campaign(s) ROI delivery in line with client business objectives, and accurately calculates Native metrics.	25%
TOTAL	100%

4.1 SALES AND AD OPERATIONS AWARDS

4.1.6 SEARCH SALES EXCELLENCE

AWARD DESCRIPTION

Judges will be awarding a sales professional who has truly excelled with their Search strategy. Entrants should demonstrate how they have embraced or assisted in the development of Search advertising within the digital ecosystem, by using Search to fulfil each of the Entry Criteria below. This could be at a campaign level, or across a broader portfolio of clients.

ENTRY ELIGIBILITY

Sales professionals (individual) within Publisher/Media and Vendor/Ad Tech companies only. No joint entries.

Entries relating to activity that ran in New Zealand between 1 July 2022 - 30 June 2023 are eligible to enter. Activity may have been introduced earlier but must have run during this period and have data and results relevant to the eligibility period.

ENTRY SUMMARY: WHY SHOULD THIS ENTRY WIN AN AWARD?

WORD LIMIT	150
WORD LIMIT (EXCLUDING ENTRY SUMMARY)	1200

ENTRY CRITERIA	WEIGHTING
Insights. Demonstrates a thorough understanding of client business objectives (including KPIs, which could include but is not limited to, clicks, views and likes etc, and actionable metrics, for example, lift in brand awareness, units sold and customer acquisition etc), and the ability to recommend and align relevant products accordingly. This could include any research, insights, and competitive analysis information etc, from which recommendations were based.	25%
Proposals. Produces clear, concise, and engaging proposal(s) in response to client brief(s) or RFPs, which incorporate into recommendations a thorough understanding of client business objectives, for example, raw data points and benchmarks for success (KPIs), and how these will be achieved. These proposal(s) will clearly articulate the Search buying approach, for example, audience selection, data, keywords, automation, bid strategy (for example, CPC, conversions, ROAS, profit).	25%
Relationships. Identifies relevant key stakeholder relationships and how these relationships have been harnessed to upsell and create further opportunities, whilst continuously demonstrating values of trust, ethics, and integrity.	25%
Results. Conducts unbiased debrief at end of the campaign(s), which includes post campaign analysis which demonstrates campaign(s) ROI delivery in line with client business objectives, and accurately calculates Search metrics.	25%
TOTAL	100%

4.1 SALES AND AD OPERATIONS AWARDS

4.1.7 SOCIAL SALES EXCELLENCE

AWARD DESCRIPTION

Judges will be awarding a sales professional who has truly excelled with their Social strategy. Entrants should demonstrate how they have embraced or assisted in the development of Social advertising within the digital ecosystem, by using Social to fulfil each of the Entry Criteria below. This could be at a campaign level, or across a broader portfolio of clients.

ENTRY ELIGIBILITY

Sales professionals (individual) within Publisher/Media and Vendor/Ad Tech companies only. No joint entries.

Entries relating to activity that ran in New Zealand between 1 July 2022 - 30 June 2023 are eligible to enter. Activity may have been introduced earlier but must have run during this period and have data and results relevant to the eligibility period.

ENTRY SUMMARY: WHY SHOULD THIS ENTRY WIN AN AWARD?

WORD LIMIT	150
WORD LIMIT (EXCLUDING ENTRY SUMMARY)	1200

ENTRY CRITERIA	WEIGHTING
Insights. Demonstrates a thorough understanding of client business objectives (including KPIs, which could include but is not limited to, clicks, views and likes etc, and actionable metrics, for example, lift in brand awareness, units sold and customer acquisition etc), and the ability to recommend and align relevant products accordingly. This could include any research, insights, and competitive analysis information etc, from which recommendations were based.	25%
Proposals. Produces clear, concise, and engaging proposal(s) in response to client brief(s) or RFPs, which incorporate into recommendations a thorough understanding of client business objectives, for example, raw data points and benchmarks for success (KPIs), and how these will be achieved. These proposal(s) will clearly articulate the Social buying approach, for example, audience selection, data, advertising formats, engagement, impressions, click-through rate (CTR), conversions, CPM, CPC etc.	25%
Relationships. Identifies relevant key stakeholder relationships and how these relationships have been harnessed to upsell and create further opportunities, whilst continuously demonstrating values of trust, ethics, and integrity.	25%
Results. Conducts unbiased debrief at end of the campaign(s), which includes post campaign analysis which demonstrates campaign(s) ROI delivery in line with client business objectives, and accurately calculates Social metrics.	25%
TOTAL	100%

4.1 SALES AND AD OPERATIONS AWARDS

4.1.8 SPONSORSHIP SALES EXCELLENCE

AWARD DESCRIPTION

Judges will be awarding a sales professional who has truly excelled with their Sponsorship strategy. Entrants should demonstrate how they have embraced or assisted in the development of Sponsorship advertising within the digital ecosystem, by using Sponsorship to fulfil each of the Entry Criteria below. This could be at a campaign level, or across a broader portfolio of clients.

ENTRY ELIGIBILITY

Sales professionals (individual) within Publisher/Media and Vendor/Ad Tech companies only. No joint entries.

Entries relating to activity that ran in New Zealand between 1 July 2022 - 30 June 2023 are eligible to enter. Activity may have been introduced earlier but must have run during this period and have data and results relevant to the eligibility period.

ENTRY SUMMARY: WHY SHOULD THIS ENTRY WIN AN AWARD?

WORD LIMIT	150
WORD LIMIT (EXCLUDING ENTRY SUMMARY)	1200

ENTRY CRITERIA	WEIGHTING
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Insights. Demonstrates a thorough understanding of client business objectives (including KPIs, which could include but is not limited to, clicks, views and likes etc, and actionable metrics, for example, lift in brand awareness, units sold and customer acquisition etc), and the ability to recommend and align relevant products accordingly. This could include any research, insights, and competitive analysis information etc, from which recommendations were based.	25%
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Proposals. Produces clear, concise, and engaging proposal(s) in response to client brief(s) or RFPs, which incorporate into recommendations a thorough understanding of client business objectives, for example, raw data points and benchmarks for success (KPIs), and how these will be achieved. These proposal(s) will clearly articulate the Sponsorship buying approach, for example, audience selection, context, data, advertising formats, level of content integration, engagement, impressions, conversions, CPM, CPC etc.	25%
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Relationships. Identifies relevant key stakeholder relationships and how these relationships have been harnessed to upsell and create further opportunities, whilst continuously demonstrating values of trust, ethics, and integrity.	25%
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Results. Conducts unbiased debrief at end of the campaign(s), which includes post campaign analysis which demonstrates campaign(s) ROI delivery in line with client business objectives, and accurately calculates Sponsorship metrics.	25%
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TOTAL	100%
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4.1 SALES AND AD OPERATIONS AWARDS

4.1.9 VIDEO SALES EXCELLENCE

AWARD DESCRIPTION

Judges will be awarding a sales professional who has truly excelled with their Video strategy. Entrants should demonstrate how they have embraced or assisted in the development of Video advertising within the digital ecosystem, by using Video to fulfil each of the Entry Criteria below. This could be at a campaign level, or across a broader portfolio of clients.

ENTRY ELIGIBILITY

Sales professionals (individual) within Publisher/Media and Vendor/Ad Tech companies only. No joint entries.

Entries relating to activity that ran in New Zealand between 1 July 2022 - 30 June 2023 are eligible to enter. Activity may have been introduced earlier but must have run during this period and have data and results relevant to the eligibility period.

ENTRY SUMMARY: WHY SHOULD THIS ENTRY WIN AN AWARD?

WORD LIMIT	150
WORD LIMIT (EXCLUDING ENTRY SUMMARY)	1200

ENTRY CRITERIA	WEIGHTING
Insights. Demonstrates a thorough understanding of client business objectives (including KPIs, which could include but is not limited to, clicks, views and likes etc, and actionable metrics, for example, lift in brand awareness, units sold and customer acquisition etc), and the ability to recommend and align relevant products accordingly. This could include any research, insights, and competitive analysis information etc, from which recommendations were based.	25%
Proposals. Produces clear, concise, and engaging proposal(s) in response to client brief(s) or RFPs, which incorporate into recommendations a thorough understanding of client business objectives, for example, raw data points and benchmarks for success (KPIs), and how these will be achieved. These proposal(s) will clearly articulate the Video buying approach, for example, audience selection, on-target reach, data, advertising formats, engagement, viewability, impressions, streams, click-through rate (CTR), conversions, completion rate, CPM, CPC, CPCV etc. These proposals will also clearly demonstrate an understanding of the technical aspects of Video and how these may impact metrics.	25%
Relationships. Identifies relevant key stakeholder relationships and how these relationships have been harnessed to upsell and create further opportunities, whilst continuously demonstrating values of trust, ethics, and integrity.	25%
Results. Conducts unbiased debrief at end of the campaign(s), which includes post campaign analysis which demonstrates campaign(s) ROI delivery in line with client business objectives, and accurately calculates Video metrics.	25%
TOTAL	100%

4.1 SALES AND AD OPERATIONS AWARDS

4.1.10 JUNIOR AD OPERATIONS EXCELLENCE

AWARD DESCRIPTION

Judges will be awarding a Junior Ad Operations professional who has truly excelled in their role. Entrants should demonstrate how they have embraced and owned their role by meeting and exceeding each of the Entry Criteria below.

ENTRY ELIGIBILITY

Junior Ad Operations professionals (individual) within Advertising Agencies, Advertisers, Creative Agencies, Media Agencies, Media and Marketing Consultancies, Publishers, Vendors/Ad Tech companies. Three years or less Ad Operations experience. No joint entries.

Entries relating to the period, or part thereof, between 1 July 2022 - 30 June 2023 are eligible to enter.

ENTRY SUMMARY: WHY SHOULD THIS ENTRY WIN AN AWARD?

WORD LIMIT	150
WORD LIMIT (EXCLUDING ENTRY SUMMARY)	1200

<u>ENTRY CRITERIA</u>	<u>WEIGHTING</u>
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Knowledge. Demonstrates a basic understanding of the digital advertising ecosystem.	10%
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Understanding. Demonstrates sound understanding of campaign goals.	10%
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Attitude. Demonstrates sound communication skills, a flexible, personable attitude and attention to detail.	20%
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Process. Demonstrates a keen interest in developing ad operations skills. This will include developing opportunities to implement solutions that increase the effectiveness and efficiency of the Ad Operations department, including the development of tools, process and reports related to job responsibilities.	20%
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Adaptability. Demonstrates the ability to accommodate evolving responsibilities, last-minute changes, and the ability to deliver campaigns on time.	20%
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Troubleshooting. Demonstrates handling of troubleshooting and discrepancies professionally.	20%
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TOTAL	100%
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4.1 SALES AND AD OPERATIONS AWARDS

4.1.11 SENIOR AD OPERATIONS EXCELLENCE

AWARD DESCRIPTION

Judges will be awarding a Senior Ad Operations professional who has truly excelled in their role. Entrants should demonstrate how they have embraced and owned their role by meeting and exceeding each of the Entry Criteria below.

ENTRY ELIGIBILITY

Senior Ad Operations professionals (individual) within Advertising Agencies, Advertisers, Creative Agencies, Media Agencies, Media and Marketing Consultancies, Publishers, Vendors/Ad Tech companies. Four years or more Ad Operations experience. No joint entries.

Entries relating to the period, or part thereof, between 1 July 2022 - 30 June 2023 are eligible to enter.

ENTRY SUMMARY: WHY SHOULD THIS ENTRY WIN AN AWARD?

WORD LIMIT	150
WORD LIMIT (EXCLUDING ENTRY SUMMARY)	1200

ENTRY CRITERIA	WEIGHTING
Knowledge. Demonstrates an advanced understanding of the digital advertising ecosystem.	15%
Reporting. Manages start to finish of the campaign process, tracking pixels, troubleshooting tags, targeting, optimisation, and reporting.	15%
Analysis. Analyses performance metrics for all online ad campaigns, measuring dozens of variables across multiple dimensions.	15%
Trends. Identifies trends in data and deciphers underlying causes. Proactively makes changes based on given data to increase performance and margins.	20%
Insights. Utilises analytics tools such as multivariate testing or others to improve insights.	15%
Development. Stays abreast of trends in online advertising, product development, and yield optimisation best practices.	10%
Manage. Demonstrates sound communication skills and can manage and mentor a team of Campaign Managers if required.	10%
TOTAL	100%

4.1 SALES AND AD OPERATIONS AWARDS

4.1.12 TECHNICAL AD OPERATIONS EXCELLENCE

AWARD DESCRIPTION

Judges will be awarding a senior Ad Operations professional with a Technical focus who has demonstrated exceptional technical proficiency in ad operations. Entrants should demonstrate the more technical aspects of their role by meeting and exceeding each of the Entry Criteria below.

ENTRY ELIGIBILITY

Senior Ad Operations professionals (individual) within Advertising Agencies, Advertisers, Creative Agencies, Media Agencies, Media and Marketing Consultancies, Publishers, Vendors/Ad Tech companies. Four years or more Ad Operations experience. No joint entries.

Entries relating to the period, or part thereof, between 1 July 2022 - 30 June 2023 are eligible to enter.

ENTRY SUMMARY: WHY SHOULD THIS ENTRY WIN AN AWARD?

WORD LIMIT	150
WORD LIMIT (EXCLUDING ENTRY SUMMARY)	1200

ENTRY CRITERIA	WEIGHTING
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Knowledge. Shows an advanced understanding of the digital advertising ecosystem. In addition to ad serving, trafficking, creative optimization, showcases expertise in tagging, troubleshooting, ad formats and specifications, and relevant platforms.	25%
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Implementation. Focuses on successful implementation or management of ad technologies. This could include the integration and utilisation of ad servers, DSPs, CDPs, DMPs, ad verification tools, or other relevant Ad Tech solutions.	25%
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Collaboration. Demonstrates effective collaboration with various stakeholders across different teams, clients, or external vendors, to deliver successful ad innovations and improvement to existing tech stack or processes.	25%
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Development. Stays abreast of trends in online advertising technologies, product development, and industry regulations and best practices.	15%
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Adaptability. Exhibits ability to adapt to changing priorities or tight deadlines while maintaining quality and attention to details. Proves willingness and aptitude to adopt new technologies, platforms, and workflows.	10%
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TOTAL	100%
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2023 CATEGORIES AND AWARDS

4.2

CHANNEL EXCELLENCE AWARDS

4.2 CHANNEL EXCELLENCE AWARDS

4.2.1 BEST USE OF AUDIO

AWARD DESCRIPTION

Judges will be awarding a digital led campaign that has truly excelled through the utilisation of Audio, including Podcasting and Digital Audio, within its creative and media strategy, to increase performance, customer engagement, influence purchase behaviour and drive the customer's ROI. Entrants should demonstrate how they have developed their Audio advertising strategy, including creative and innovative production (for a digital application, site, video, podcast or campaign), to the execution, distribution, and promotion of the campaign.

ENTRY ELIGIBILITY

Advertising Agencies, Advertisers, Creative Agencies, Media Agencies, Media and Marketing Consultancies, Publishers, Vendors/Ad Tech companies. Joint entries accepted.

Entries relating to activity that ran in New Zealand between 1 July 2022 - 30 June 2023 are eligible to enter. Activity may have been introduced earlier but must have run during this period and have data and results relevant to the eligibility period.

Please Note: Any entries for Social or paid-Search campaigns for Audio (for example, Facebook, Instagram, or Google Search) are not permitted for this Award.

ENTRY SUMMARY: WHY SHOULD THIS ENTRY WIN AN AWARD?

WORD LIMIT	150
WORD LIMIT (EXCLUDING ENTRY SUMMARY)	1200

ENTRY CRITERIA	WEIGHTING
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Insights. Summarise succinctly the challenge(s), key insights, objectives and how this led to the development of the strategy.	25%
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Strategy. Demonstrate how the Audio advertising strategy has been developed in response to the brief and challenges and how this led to the implementation. Clearly describe the role of Audio.	25%
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Implementation. Demonstrate how the creative, production, execution, distribution, and promotion of the content was driven by the Audio advertising strategy, making specific reference to any Audio innovations that drove campaign performance.	25%
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Results. Demonstrate how the Audio content achieved success, to increase performance, customer engagement, influence purchase behaviour and drive the customer's ROI; with a clear line connecting implementation and results. This may include pre and post campaign metrics.	25%
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TOTAL	100%
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4.2 CHANNEL EXCELLENCE AWARDS

4.2.2 BEST USE OF DISPLAY

AWARD DESCRIPTION

Judges will be awarding a digital led campaign that has truly excelled through the utilisation of Display within its creative and media strategy, to increase performance, customer engagement, influence purchase behaviour and drive the customer's ROI. Entrants should demonstrate how they have developed their Display advertising strategy, including creative and innovative production (for a digital application, site, video, or campaign), to the execution, distribution, and promotion of the campaign.

ENTRY ELIGIBILITY

Advertising Agencies, Advertisers, Creative Agencies, Media Agencies, Media and Marketing Consultancies, Publishers, Vendors/Ad Tech companies. Joint entries accepted.

Entries relating to activity that ran in New Zealand between 1 July 2022 - 30 June 2023 are eligible to enter. Activity may have been introduced earlier but must have run during this period and have data and results relevant to the eligibility period.

Please Note: Any entries for Social or paid-Search campaigns for Display (for example, Facebook, Instagram, or Google Search) are not permitted for this Award.

ENTRY SUMMARY: WHY SHOULD THIS ENTRY WIN AN AWARD?

WORD LIMIT	150
WORD LIMIT (EXCLUDING ENTRY SUMMARY)	1200

<u>ENTRY CRITERIA</u>	<u>WEIGHTING</u>
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Insights. Summarise succinctly the challenge(s), key insights, objectives and how this led to the development of the strategy.	25%
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Strategy. Demonstrate how the Display advertising strategy has been developed in response to the brief and challenges and how this led to the implementation. Clearly describe the role of Display.	25%
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Implementation. Demonstrate how the creative, production, execution, distribution, and promotion of the content was driven by the Display advertising strategy, making specific reference to any Display innovations that drove campaign performance.	25%
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Results. Demonstrate how the Display content achieved success, to increase performance, customer engagement, influence purchase behaviour and drive the customer's ROI; with a clear line connecting implementation and results. This may include pre and post campaign metrics.	25%
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TOTAL	100%
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4.2 CHANNEL EXCELLENCE AWARDS

4.2.3 BEST USE OF DOOH

AWARD DESCRIPTION

Judges will be awarding a digital led campaign that has truly excelled through the utilisation of DOOH within its creative and media strategy, to increase performance, customer engagement, influence purchase behaviour and drive the customer's ROI. Entrants should demonstrate how they have developed their DOOH advertising strategy, including creative and innovative production (for a digital application, site, or campaign), to the execution, distribution, and promotion of the campaign.

ENTRY ELIGIBILITY

Advertising Agencies, Advertisers, Creative Agencies, Media Agencies, Media and Marketing Consultancies, Publishers, Vendors/Ad Tech companies. Joint entries accepted.

Entries relating to activity that ran in New Zealand between 1 July 2022 - 30 June 2023 are eligible to enter. Activity may have been introduced earlier but must have run during this period and have data and results relevant to the eligibility period.

ENTRY SUMMARY: WHY SHOULD THIS ENTRY WIN AN AWARD?

WORD LIMIT	150
WORD LIMIT (EXCLUDING ENTRY SUMMARY)	1200

ENTRY CRITERIA	WEIGHTING
-----------------------	------------------

Insights. Summarise succinctly the challenge(s), key insights, objectives and how this led to the development of the strategy.	25%
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Strategy. Demonstrate how the DOOH advertising strategy has been developed in response to the brief and challenges and how this led to the implementation. Clearly describe the role of DOOH.	25%
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Implementation. Demonstrate how the creative, production, execution, distribution, and promotion of the content was driven by the DOOH advertising strategy, making specific reference to any DOOH innovations that drove campaign performance.	25%
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Results. Demonstrate how the DOOH content achieved success, to increase performance, customer engagement, influence purchase behaviour and drive the customer's ROI; with a clear line connecting implementation and results. This may include pre and post campaign metrics.	25%
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TOTAL	100%
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4.2 CHANNEL EXCELLENCE AWARDS

4.2.4 BEST USE OF GAMING

AWARD DESCRIPTION

Judges will be awarding a digital led campaign that has truly excelled through the utilisation of Gaming within its creative and media strategy, to increase performance, customer engagement, influence purchase behaviour and drive the customer's ROI. Entrants should demonstrate how they have developed their Gaming advertising strategy, including creative and innovative production (for a digital application, site, video, or campaign), to the execution, distribution, and promotion of the campaign.

ENTRY ELIGIBILITY

Advertising Agencies, Advertisers, Creative Agencies, Media Agencies, Media and Marketing Consultancies, Publishers, Vendors/Ad Tech companies. Joint entries accepted.

Entries relating to activity that ran in New Zealand between 1 July 2022 - 30 June 2023 are eligible to enter. Activity may have been introduced earlier but must have run during this period and have data and results relevant to the eligibility period.

ENTRY SUMMARY: WHY SHOULD THIS ENTRY WIN AN AWARD?

WORD LIMIT	150
WORD LIMIT (EXCLUDING ENTRY SUMMARY)	1200

ENTRY CRITERIA	WEIGHTING
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Insights. Summarise succinctly the challenge(s), key insights, objectives and how this led to the development of the strategy.	25%
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Strategy. Demonstrate how the Gaming advertising strategy has been developed in response to the brief and challenges and how this led to the implementation. Clearly describe the role of Gaming and how it promoted or used games or e-sport to reach the target group while delivering the highest level of consumer engagement.	25%
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Implementation. Demonstrate how the creative, production, execution, distribution, and promotion of the content was driven by a Gaming advertising strategy, making specific reference to any Gaming innovations that drove campaign performance.	25%
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Results. Demonstrate how the Gaming environment achieved success, to increase performance, customer engagement, influence purchase behaviour and drive the customer's ROI; with a clear line connecting implementation and results. This may include pre and post campaign metrics.	25%
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TOTAL	100%
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4.2 CHANNEL EXCELLENCE AWARDS

4.2.5 BEST USE OF MOBILE

AWARD DESCRIPTION

Judges will be awarding a digital led campaign that has truly excelled through the utilisation of Mobile within its creative and media strategy, to increase performance, customer engagement, influence purchase behaviour and drive the customer's ROI. Entrants should demonstrate how they have developed their Mobile advertising strategy, including creative and innovative production (for a digital application, site, video, or campaign), to the execution, distribution, and promotion of the campaign.

ENTRY ELIGIBILITY

Advertising Agencies, Advertisers, Creative Agencies, Media Agencies, Media and Marketing Consultancies, Publishers, Vendors/Ad Tech companies. Joint entries accepted.

Entries relating to activity that ran in New Zealand between 1 July 2022 - 30 June 2023 are eligible to enter. Activity may have been introduced earlier but must have run during this period and have data and results relevant to the eligibility period.

Please Note: Any entries for Social or paid-Search campaigns for Mobile (for example, Facebook, Instagram, or Google Search) are not permitted for this Award.

ENTRY SUMMARY: WHY SHOULD THIS ENTRY WIN AN AWARD?

WORD LIMIT	150
WORD LIMIT (EXCLUDING ENTRY SUMMARY)	1200

ENTRY CRITERIA	WEIGHTING
Insights. Summarise succinctly the challenge(s), key insights, objectives and how this led to the development of the strategy.	25%
Strategy. Demonstrate how the Mobile advertising strategy has been developed in response to the brief and challenges and how this led to the implementation. Clearly describe the role of Mobile.	25%
Implementation. Demonstrate how the creative, production, execution, distribution, and promotion of the content was driven by the Mobile advertising strategy, making specific reference to any Mobile innovations that drove campaign performance.	25%
Results. Demonstrate how the Mobile content achieved success, to increase performance, customer engagement, influence purchase behaviour and drive the customer's ROI; with a clear line connecting implementation and results. This may include pre and post campaign metrics.	25%
TOTAL	100%

4.2 CHANNEL EXCELLENCE AWARDS

4.2.6 BEST USE OF NATIVE

AWARD DESCRIPTION

Judges will be awarding a digital led campaign that has truly excelled through the utilisation of Native (in feed/in-content, content recommendation, branded/Native content) within its creative and media strategy, to increase performance, customer engagement, influence purchase behaviour and drive the customer's ROI. Entrants should demonstrate how they have developed their Native advertising strategy, including creative and innovative production (for a digital application, site, video, or campaign), to the execution, distribution, and promotion of the campaign.

ENTRY ELIGIBILITY

Advertising Agencies, Advertisers, Creative Agencies, Media Agencies, Media and Marketing Consultancies, Publishers, Vendors/Ad Tech companies. Joint entries accepted.

Entries relating to activity that ran in New Zealand between 1 July 2022 - 30 June 2023 are eligible to enter. Activity may have been introduced earlier but must have run during this period and have data and results relevant to the eligibility period.

Please Note: Any entries for Social or paid-Search campaigns for Native (for example, Facebook, Instagram, or Google Search) are not permitted for this Award.

ENTRY SUMMARY: WHY SHOULD THIS ENTRY WIN AN AWARD?

WORD LIMIT	150
WORD LIMIT (EXCLUDING ENTRY SUMMARY)	1200

ENTRY CRITERIA	WEIGHTING
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Insights. Summarise succinctly the challenge(s), key insights, objectives and how this led to the development of the strategy.	25%
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Strategy. Demonstrate how the Native advertising strategy has been developed in response to the brief and challenges and how this led to the implementation. Clearly describe the role of Native.	25%
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Implementation. Demonstrate how the creative, production, execution, distribution, and promotion of the content was driven by the Native advertising strategy, making specific reference to any Native innovations that drove campaign performance.	25%
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Results. Demonstrate how the Native content achieved success, to increase performance, customer engagement, influence purchase behaviour and drive the customer's ROI; with a clear line connecting implementation and results. This may include pre and post campaign metrics.	25%
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TOTAL	100%
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4.2 CHANNEL EXCELLENCE AWARDS

4.2.7 BEST USE OF SOCIAL

AWARD DESCRIPTION

Judges will be awarding a digital led campaign that has truly excelled through the utilisation of Social (including, but not limited to, content creation, influencer marketing, advocacy and UGC, paid amplification, and community management) within its creative and media strategy, to increase performance, customer engagement, influence purchase behaviour and drive the customer's ROI. Entrants should demonstrate how they have developed their Social advertising strategy, including creative and innovative production (for a digital application, site, video, or campaign), to the execution, distribution, and promotion of the campaign.

ENTRY ELIGIBILITY

Advertising Agencies, Advertisers, Creative Agencies, Media Agencies, Media and Marketing Consultancies, Publishers, Vendors/Ad Tech companies. Joint entries accepted.

Entries relating to activity that ran in New Zealand between 1 July 2022 - 30 June 2023 are eligible to enter. Activity may have been introduced earlier but must have run during this period and have data and results relevant to the eligibility period.

ENTRY SUMMARY: WHY SHOULD THIS ENTRY WIN AN AWARD?

WORD LIMIT	150
WORD LIMIT (EXCLUDING ENTRY SUMMARY)	1200

ENTRY CRITERIA	WEIGHTING
-----------------------	------------------

Insights. Summarise succinctly the challenge(s), key insights, objectives and how this led to the development of the strategy.	25%
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Strategy. Demonstrate how the Social advertising strategy has been developed in response to the brief and challenges and how this led to the implementation. Clearly describe the role of Social.	25%
--	------------

Implementation. Demonstrate how the creative, production, execution, distribution, and promotion of the content was driven by the Social advertising strategy, making specific reference to any Social innovations that drove campaign performance.	25%
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Results. Demonstrate how the Social content achieved success, to increase performance, customer engagement, influence purchase behaviour and drive the customer's ROI; with a clear line connecting implementation and results. This may include pre and post campaign metrics.	25%
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TOTAL	100%
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4.2 CHANNEL EXCELLENCE AWARDS

4.2.8 BEST USE OF SPONSORSHIP

AWARD DESCRIPTION

Judges will be awarding a digital led campaign that has truly excelled through the utilisation of Sponsorship within its creative and media strategy, to increase performance, customer engagement, influence purchase behaviour and drive the customer's ROI. Entrants should demonstrate how they have developed their Sponsorship advertising strategy, including creative and innovative production (for a digital application, site, video, or campaign), to the execution, distribution, and promotion of the campaign.

ENTRY ELIGIBILITY

Advertising Agencies, Advertisers, Creative Agencies, Media Agencies, Media and Marketing Consultancies, Publishers, Vendors/Ad Tech companies. Joint entries accepted.

Entries relating to activity that ran in New Zealand between 1 July 2022 - 30 June 2023 are eligible to enter. Activity may have been introduced earlier but must have run during this period and have data and results relevant to the eligibility period.

Please Note: Any entries for Social or paid-Search campaigns for Sponsorship (for example, Facebook, Instagram, or Google Search) are not permitted for this Award.

ENTRY SUMMARY: WHY SHOULD THIS ENTRY WIN AN AWARD?

WORD LIMIT	150
WORD LIMIT (EXCLUDING ENTRY SUMMARY)	1200

<u>ENTRY CRITERIA</u>	<u>WEIGHTING</u>
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Insights. Summarise succinctly the challenge(s), key insights, objectives and how this led to the development of the strategy.	25%
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Strategy. Demonstrate how the Sponsorship advertising strategy has been developed in response to the brief and challenges and how this led to the implementation. Clearly describe the role of Sponsorship.	25%
--	------------

Implementation. Demonstrate how the creative, production, execution, distribution, and promotion of the content was driven by the Sponsorship advertising strategy, making specific reference to any Sponsorship innovations that drove campaign performance.	25%
--	------------

Results. Demonstrate how the Sponsorship content achieved success, to increase performance, customer engagement, influence purchase behaviour and drive the customer's ROI; with a clear line connecting implementation and results. This may include pre and post campaign metrics.	25%
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TOTAL	100%
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4.2 CHANNEL EXCELLENCE AWARDS

4.2.9 BEST USE OF VIDEO

AWARD DESCRIPTION

Judges will be awarding a digital led campaign that has truly excelled through the utilisation of Video within its creative and media strategy, to increase performance, customer engagement, influence purchase behaviour and drive the customer's ROI. Entrants should demonstrate how they have developed their Video advertising strategy, including creative and innovative production (for a digital application, site, video, or campaign), to the execution, distribution, and promotion of the campaign.

ENTRY ELIGIBILITY

Advertising Agencies, Advertisers, Creative Agencies, Media Agencies, Media and Marketing Consultancies, Publishers, Vendors/Ad Tech companies. Joint entries accepted.

Entries relating to activity that ran in New Zealand between 1 July 2022 - 30 June 2023 are eligible to enter. Activity may have been introduced earlier but must have run during this period and have data and results relevant to the eligibility period.

Please Note: Any entries for Social or paid-Search campaigns for Video (for example, Facebook, Instagram, or Google Search) are not permitted for this Award.

ENTRY SUMMARY: WHY SHOULD THIS ENTRY WIN AN AWARD?

WORD LIMIT	150
WORD LIMIT (EXCLUDING ENTRY SUMMARY)	1200

ENTRY CRITERIA	WEIGHTING
Insights. Summarise succinctly the challenge(s), key insights, objectives and how this led to the development of the strategy.	25%
Strategy. Demonstrate how the Video advertising strategy has been developed in response to the brief and challenges and how this led to the implementation. Clearly describe the role of Video.	25%
Implementation. Demonstrate how the creative, production, execution, distribution, and promotion of the content was driven by the Video advertising strategy, making specific reference to any Video innovations that drove campaign performance.	25%
Results. Demonstrate how the Video content achieved success, to increase performance, customer engagement, influence purchase behaviour and drive the customer's ROI; with a clear line connecting implementation and results. This may include pre and post campaign metrics.	25%
TOTAL	100%

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2023 CATEGORIES AND AWARDS

4.3

CAMPAIGN
EFFECTIVENESS
AWARDS

4.3 CAMPAIGN EFFECTIVENESS AWARDS

4.3.1 BEST BRAND CAMPAIGN

AWARD DESCRIPTION

Judges will be awarding a brand campaign that has truly excelled in its strategic approach (in which digital played a key role); through increased performance, customer engagement and purchase behaviour, to deliver a positive uptick against brand metrics.

ENTRY ELIGIBILITY

Advertising Agencies, Advertisers, Creative Agencies, Media Agencies, Media and Marketing Consultancies, Publishers, Vendors/Ad Tech companies. Joint entries accepted.

Entries relating to activity that ran in New Zealand between 1 July 2022 - 30 June 2023 are eligible to enter. Activity may have been introduced earlier but must have run during this period and have data and results relevant to the eligibility period.

ENTRY SUMMARY: WHY SHOULD THIS ENTRY WIN AN AWARD?

WORD LIMIT	150
WORD LIMIT (EXCLUDING ENTRY SUMMARY)	1200

ENTRY CRITERIA	WEIGHTING
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Insights. Summarise succinctly the challenge(s), key insights, objectives and how this led to the development of the strategy. Outline the KPI's provided in the brief.	25%
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Strategy. Outline the specific brand challenge (this could be awareness, consideration, preference etc) and demonstrate how the brand strategy was developed in response to the brief and challenges and how this led to the channel selection rationalisation, and any innovative insights relative to production, execution, distribution, or promotion of the content across the chosen channels. Clearly define how digital was a priority rather than a support channel.	25%
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Implementation. Demonstrate how the implementation of the campaign was driven by and enhanced the strategy. Articulate the level of innovation used to achieve the KPI's, which contributed to the campaign excelling and driving overall success, and the difficulty of campaign execution. Clearly define the role of digital.	25%
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Results. Demonstrate how the brand campaign achieved success (such as acquisitions, awareness, consideration, conversions, dwell time, engagement, preference, sentiment, reach, remarketing pool capture, research survey responses or other key metrics), to increase performance, influence purchase behaviour and drive the customer's ROI; with a clear line connecting implementation and results. This may include pre and post campaign metrics. Clearly define how digital was an essential driver of success.	25%
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TOTAL	100%
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4.3 CAMPAIGN EFFECTIVENESS AWARDS

4.3.2 BEST CAMPAIGN ON A BUDGET

AWARD DESCRIPTION

Judges will be awarding a digital led stand-alone campaign with a budget of \$50,000 or less, that has truly excelled in its strategic approach; through increased performance, customer engagement and purchase behaviour, to drive ROI and deliver outstanding results.

ENTRY ELIGIBILITY

Advertising Agencies, Advertisers, Creative Agencies, Media Agencies, Media and Marketing Consultancies, Publishers, Vendors/Ad Tech companies. Joint entries accepted.

Entries relating to activity that ran in New Zealand between 1 July 2022 - 30 June 2023 are eligible to enter. Activity may have been introduced earlier but must have run during this period and have data and results relevant to the eligibility period.

ENTRY SUMMARY: WHY SHOULD THIS ENTRY WIN AN AWARD?

WORD LIMIT	150
WORD LIMIT (EXCLUDING ENTRY SUMMARY)	1200

ENTRY CRITERIA	WEIGHTING
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Insights. Summarise succinctly the challenge(s), key insights, objectives and how this led to the development of the strategy. Outline the KPI's provided in the brief.	25%
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Strategy. Demonstrate how the campaign on a budget strategy was developed in response to the brief and challenges and how this led to the channel selection rationalisation, and any innovative insights relative to production, execution, distribution, or promotion of the content across the chosen channels. Clearly define how digital was a priority rather than a support channel.	25%
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Implementation. Demonstrate how the implementation of the campaign was driven by and enhanced the strategy. Articulate the level of innovation used to achieve the KPI's, which contributed to the campaign excelling and driving overall success, and the difficulty of campaign execution. Clearly define the role of digital.	25%
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Results. Demonstrate how the campaign on a budget achieved success (such as engagement, sentiment, reach, conversions, acquisitions, or other key metrics), to increase performance, customer engagement, influence purchase behaviour and drive the customer's ROI; with a clear line connecting implementation and results. This may include pre and post campaign metrics. Clearly define how digital was an essential driver of success.	25%
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TOTAL	100%
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4.3 CAMPAIGN EFFECTIVENESS AWARDS

4.3.3 BEST CHARITY CAMPAIGN

AWARD DESCRIPTION

Judges will be awarding a digital led charity campaign (charity, appeal, fundraiser, or not-for-profit community programme) that has truly excelled in its strategic approach; through increased performance, customer engagement and purchase behaviour, to drive ROI and deliver outstanding results.

ENTRY ELIGIBILITY

Advertising Agencies, Advertisers, Creative Agencies, Media Agencies, Media and Marketing Consultancies, Publishers, Vendors/Ad Tech companies. Joint entries accepted.

Entries relating to activity that ran in New Zealand between 1 July 2022 - 30 June 2023 are eligible to enter. Activity may have been introduced earlier but must have run during this period and have data and results relevant to the eligibility period.

This category is strictly for not-for-profit organisations and entries for campaigns from commercial brands or organisations are not eligible.

ENTRY SUMMARY: WHY SHOULD THIS ENTRY WIN AN AWARD?

WORD LIMIT	150
WORD LIMIT (EXCLUDING ENTRY SUMMARY)	1200

ENTRY CRITERIA	WEIGHTING
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Insights. Summarise succinctly the challenge(s), key insights, objectives and how this led to the development of the strategy. Outline the KPI's provided in the brief.	25%
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Strategy. Demonstrate how the charity campaign strategy was developed in response to the brief and challenges and how this led to the channel selection rationalisation, and any innovative insights relative to production, execution, distribution, or promotion of the content across the chosen channels. Clearly define how digital was a priority rather than a support channel.	25%
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Implementation. Demonstrate how the implementation of the campaign was driven by and enhanced the strategy. Articulate the level of innovation used to achieve the KPI's, which contributed to the campaign excelling and driving overall success, and the difficulty of campaign execution. Clearly define the role of digital.	25%
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Results. Demonstrate how the charity campaign achieved success (such as engagement, sentiment, reach, conversions, acquisitions, or other key metrics), to increase performance, customer engagement, influence purchase behaviour and drive the customer's ROI; with a clear line connecting implementation and results. This may include pre and post campaign metrics. Clearly define how digital was an essential driver of success.	25%
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TOTAL	100%
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4.3 CAMPAIGN EFFECTIVENESS AWARDS

4.3.4 BEST ECOMMERCE CAMPAIGN

AWARD DESCRIPTION

Judges will be awarding an eCommerce led campaign that has truly excelled in its strategic approach; through driving increased performance, customer engagement and purchase behaviour, to drive ROI and deliver outstanding results.

ENTRY ELIGIBILITY

Advertising Agencies, Advertisers, Creative Agencies, Media Agencies, Media and Marketing Consultancies, Publishers, Vendors/Ad Tech companies. Joint entries accepted.

Entries relating to activity that ran in New Zealand between 1 July 2022 - 30 June 2023 are eligible to enter. Activity may have been introduced earlier but must have run during this period and have data and results relevant to the eligibility period.

ENTRY SUMMARY: WHY SHOULD THIS ENTRY WIN AN AWARD?

WORD LIMIT	150
WORD LIMIT (EXCLUDING ENTRY SUMMARY)	1200

ENTRY CRITERIA	WEIGHTING
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Insights. Summarise succinctly the challenge(s), key insights, objectives and how this led to the development of the strategy. Outline the KPI's provided in the brief.	25%
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Strategy. Demonstrate how the eCommerce campaign strategy was developed in response to the brief and challenges and how this led to the channel selection rationalisation, and any innovative insights relative to production, execution, distribution, or promotion of the content across the chosen channels. Clearly define how digital was a priority rather than a support channel.	25%
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Implementation. Demonstrate how the implementation of the eCommerce campaign was driven by and enhanced the strategy. Articulate the level of innovation used to achieve the KPI's, which contributed to the campaign excelling and driving overall success, and the difficulty of campaign execution. Clearly define the role of digital.	25%
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Results. Demonstrate how the eCommerce campaign achieved success (such as engagement, sentiment, reach, conversions, acquisitions, or other key metrics), to increase performance, customer engagement, influence purchase behaviour and drive the customer's ROI; with a clear line connecting implementation and results. This may include pre and post campaign metrics. Clearly define how digital was an essential driver of success.	25%
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TOTAL	100%
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4.3 CAMPAIGN EFFECTIVENESS AWARDS

4.3.5 BEST INTEGRATED DIGITAL EXCLUSIVE CAMPAIGN

AWARD DESCRIPTION

Judges will be awarding a digital exclusive campaign (one or more digital channels) that has truly excelled in its strategic approach; through increased performance, customer engagement and purchase behaviour, to drive ROI and deliver outstanding results.

ENTRY ELIGIBILITY

Advertising Agencies, Advertisers, Creative Agencies, Media Agencies, Media and Marketing Consultancies, Publishers, Vendors/Ad Tech companies. Joint entries accepted.

Entries relating to activity that ran in New Zealand between 1 July 2022 - 30 June 2023 are eligible to enter. Activity may have been introduced earlier but must have run during this period and have data and results relevant to the eligibility period.

ENTRY SUMMARY: WHY SHOULD THIS ENTRY WIN AN AWARD?

WORD LIMIT	150
WORD LIMIT (EXCLUDING ENTRY SUMMARY)	1200

ENTRY CRITERIA	WEIGHTING
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Insights. Summarise succinctly the challenge(s), key insights, objectives and how this led to the development of the strategy. Outline the KPI's provided in the brief.	25%
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Strategy. Demonstrate how the integrated digital exclusive campaign strategy was developed (one or more digital channels), in response to the brief and challenges and how this led to the channel selection rationalisation, and any innovative insights relative to production, execution, distribution, or promotion of the content across the chosen channels.	25%
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Implementation. Demonstrate how the implementation of the campaign was driven by and enhanced the strategy. Articulate the level of innovation used to achieve the KPI's, which contributed to the campaign excelling and driving overall success, and the difficulty of campaign execution. Clearly define the role of digital.	25%
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Results. Demonstrate how the integrated digital exclusive campaign achieved success (such as engagement, sentiment, reach, conversions, acquisitions, or other key metrics), to increase performance, customer engagement, influence purchase behaviour and drive the customer's ROI; with a clear line connecting implementation and results. This may include pre and post campaign metrics.	25%
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TOTAL	100%
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4.3 CAMPAIGN EFFECTIVENESS AWARDS

4.3.6 BEST MULTI-CHANNEL INTEGRATION CAMPAIGN

AWARD DESCRIPTION

Judges will be awarding an integrated multi-channel campaign (one or more digital channels, and one or more offline channels) that has truly excelled in its strategic approach (in which digital played a key role); through increased performance, customer engagement and purchase behaviour, to drive ROI and deliver outstanding results.

ENTRY ELIGIBILITY

Advertising Agencies, Advertisers, Creative Agencies, Media Agencies, Media and Marketing Consultancies, Publishers, Vendors/Ad Tech companies. Joint entries accepted.

Entries relating to activity that ran in New Zealand between 1 July 2022 - 30 June 2023 are eligible to enter. Activity may have been introduced earlier but must have run during this period and have data and results relevant to the eligibility period.

ENTRY SUMMARY: WHY SHOULD THIS ENTRY WIN AN AWARD?

WORD LIMIT	150
WORD LIMIT (EXCLUDING ENTRY SUMMARY)	1200

ENTRY CRITERIA	WEIGHTING
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Insights. Summarise succinctly the challenge(s), key insights, objectives and how this led to the development of the strategy. Outline the KPI's provided in the brief.	25%
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Strategy. Demonstrate how the multi-channel integrated campaign strategy was developed in response to the brief and challenges and how this led to the channel selection rationalisation, and any innovative insights relative to production, execution, distribution, or promotion of the content across the chosen channels. Clearly define how digital was a priority rather than a support channel.	25%
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Implementation. Demonstrate how the implementation of the campaign was driven by and enhanced the strategy. Articulate the level of innovation used to achieve the KPI's, which contributed to the campaign excelling and driving overall success, and the difficulty of campaign execution. Clearly define the role of digital.	25%
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Results. Demonstrate how the multi-channel integrated campaign achieved success (such as engagement, sentiment, reach, conversions, acquisitions, or other key metrics), to increase performance, customer engagement, influence purchase behaviour and drive the customer's ROI; with a clear line connecting implementation and results. This may include pre and post campaign metrics. Clearly define how digital was an essential driver of success rather than a support channel.	25%
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TOTAL	100%
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4.3 CAMPAIGN EFFECTIVENESS AWARDS

4.3.7 BEST PERFORMANCE CAMPAIGN

AWARD DESCRIPTION

Judges will be awarding a digital performance campaign that has truly excelled in its strategic approach; through increased performance, customer engagement and purchase behaviour, to drive ROI and deliver outstanding results.

ENTRY ELIGIBILITY

Advertising Agencies, Advertisers, Creative Agencies, Media Agencies, Media and Marketing Consultancies, Publishers, Vendors/Ad Tech companies. Joint entries accepted.

Entries relating to activity that ran in New Zealand between 1 July 2022 - 30 June 2023 are eligible to enter. Activity may have been introduced earlier but must have run during this period and have data and results relevant to the eligibility period.

ENTRY SUMMARY: WHY SHOULD THIS ENTRY WIN AN AWARD?

WORD LIMIT	150
WORD LIMIT (EXCLUDING ENTRY SUMMARY)	1200

ENTRY CRITERIA	WEIGHTING
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Insights. Summarise succinctly the challenge(s), key insights, objectives and how this led to the development of the strategy. Outline the KPI's provided in the brief.	25%
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Strategy. Demonstrate how the performance campaign strategy was developed in response to the brief and challenges and how this led to the channel selection rationalisation, and any innovative insights relative to production, execution, distribution, or promotion of the content across the chosen channels.	25%
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Implementation. Demonstrate how the implementation of the campaign was driven by and enhanced the strategy. Articulate the level of innovation used to achieve the KPI's, which contributed to the campaign excelling and driving overall success, and the difficulty of campaign execution. Clearly define the role of digital.	25%
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Results. Demonstrate how the performance campaign achieved success (such as engagement, sentiment, reach, conversions, acquisitions, or other key metrics), to increase performance, customer engagement, influence purchase behaviour and drive the customer's ROI; with a clear line connecting implementation and results. This may include pre and post campaign metrics.	25%
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TOTAL	100%
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4.4

DATA AND EFFECTIVENESS AWARDS

4.4 DATA AND EFFECTIVENESS AWARDS

4.4.1 BEST USE OF DATA: CAMPAIGN TARGETING

AWARD DESCRIPTION

Pre-campaign audience creation.

Judges will be rewarding best use of data and insights to form a campaign target segment. The targeting approach must be truly data driven and innovative. Entrants should demonstrate how the audience segment, creation, or modelling, has led to campaign success.

ENTRY ELIGIBILITY

Advertising Agencies, Advertisers, Creative Agencies, Media Agencies, Media and Marketing Consultancies, Publishers, Vendors/Ad Tech companies. Joint entries accepted.

Entries relating to activity that ran in New Zealand between 1 July 2022 - 30 June 2023 are eligible to enter. Activity may have been introduced earlier but must have run during this period and have data and results relevant to the eligibility period.

ENTRY SUMMARY: WHY SHOULD THIS ENTRY WIN AN AWARD?

WORD LIMIT	150
WORD LIMIT (EXCLUDING ENTRY SUMMARY)	1200

ENTRY CRITERIA	WEIGHTING
Strategy. Demonstrate the intelligent and innovative use of internal or external data and insights to create a highly effective audience target segment.	30%
Implementation. Demonstrate how data or insights were sourced, validated, and activated for the purposes of campaign targeting.	30%
Results. Identify what the campaign KPIs were and the results achieved, for example, ROI.	40%
TOTAL	100%

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4.4 DATA AND EFFECTIVENESS AWARDS

4.4.2 BEST USE OF DATA: CAMPAIGN MEASUREMENT AND OPTIMISATION

AWARD DESCRIPTION

Post-campaign measurement and inflight optimisation.

Judges will be rewarding how data and insights were used in an innovative manner to measure the impact of a campaign and/or to optimise/improve the inflight performance. Entrants should demonstrate how the use of data and insights led to campaign success.

ENTRY ELIGIBILITY

Advertising Agencies, Advertisers, Creative Agencies, Media Agencies, Media and Marketing Consultancies, Publishers, Vendors/Ad Tech companies. Joint entries accepted.

Entries relating to activity that ran in New Zealand between 1 July 2022 - 30 June 2023 are eligible to enter. Activity may have been introduced earlier but must have run during this period and have data and results relevant to the eligibility period.

ENTRY SUMMARY: WHY SHOULD THIS ENTRY WIN AN AWARD?

WORD LIMIT	150
WORD LIMIT (EXCLUDING ENTRY SUMMARY)	1200

ENTRY CRITERIA	WEIGHTING
Strategy. Demonstrate the intelligent and innovative use of internal or external data for campaign measurement and optimisation.	30%
Implementation. Demonstrate how data or insights were leveraged to measure and potentially optimise a campaign inflight.	30%
Results. Identify what the campaign KPIs were, and the results achieved, for example, ROI.	40%
TOTAL	100%

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4.4 DATA AND EFFECTIVENESS AWARDS

4.4.3 BEST USE OF PROGRAMMATIC

AWARD DESCRIPTION

Judges will be awarding Best Use of Programmatic to a media buy behind a strong, digital led campaign on any channel. Entrants should demonstrate clear results stemming from the use of Programmatic especially efficient tech, processes, spend, and effective placement.

ENTRY ELIGIBILITY

Advertising Agencies, Advertisers, Creative Agencies, Media Agencies, Media and Marketing Consultancies, Publishers, Vendors/Ad Tech companies. Joint entries accepted.

Entries relating to activity that ran in New Zealand between 1 July 2022 - 30 June 2023 are eligible to enter. Activity may have been introduced earlier but must have run during this period and have data and results relevant to the eligibility period.

ENTRY SUMMARY: WHY SHOULD THIS ENTRY WIN AN AWARD?

WORD LIMIT	150
WORD LIMIT (EXCLUDING ENTRY SUMMARY)	1200

<u>ENTRY CRITERIA</u>	<u>WEIGHTING</u>
Strategy. Demonstrate intelligent use of Programmatic buying utilising efficient buying in regard to (but not limited to) strategic planning, Ad Tech platform/provider selection, data based decisioning elements, campaign optimisation, brand safety and viewability targets (if required), publisher/partner selections, placement selection/optimisation, ROI and ultimately the success relative to client expectations.	30%
Implementation. Demonstrate an intelligent and/or innovative use of efficient tech, machine learning, automation, transparency, process efficiency, spend and effective placement.	30%
Results. Identify clear results stemming from the use of Programmatic especially efficient tech, processes, spend, and effective placement. Particular attention should be given to the overall marketing effectiveness and ROI that Programmatic has delivered vs traditional methods of media buying and delivery.	40%
TOTAL	100%

4.4 DATA AND EFFECTIVENESS AWARDS

4.4.4 BEST USE OF SEM AND/OR SEO

AWARD DESCRIPTION

Judges will be awarding an SEM and/or SEO campaign that has truly innovated or excelled. Entrants should demonstrate how their paid and/or organic search engine initiatives led to client or campaign success. Open to both organic and paid search engine initiatives.

ENTRY ELIGIBILITY

Advertising Agencies, Advertisers, Creative Agencies, Media Agencies, Media and Marketing Consultancies, Publishers, Vendors/Ad Tech companies. Joint entries accepted.

Entries relating to activity that ran in New Zealand between 1 July 2022 - 30 June 2023 are eligible to enter. Activity may have been introduced earlier but must have run during this period and have data and results relevant to the eligibility period.

ENTRY SUMMARY: WHY SHOULD THIS ENTRY WIN AN AWARD?

WORD LIMIT	150
WORD LIMIT (EXCLUDING ENTRY SUMMARY)	1200

ENTRY CRITERIA	WEIGHTING
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Strategy. Identify a summary of all paid search/organic SEO tactics, best practices, or pay-per-click initiatives employed. Articulate the role of Search as part of the broader marketing and sales strategy.	40%
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Implementation. Identify a summary of resources utilised - ad platforms used, budget, timeframe/project hours, external vendors, tools (automation, machine learning, optimisation), and platforms utilised to audit, manage and measure efforts.	30%
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Results. SEM: identify success in paid search advertising efforts to improve the advertiser's sales, profitability, and market share.	30%
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Results. SEO: Identify quantitative and qualitative improvement as a result of organic SEO efforts either in general (web) search or specialty categories such as news results, video and/or image search, multi-lingual results from top-tier search engines and secondary search-driven platforms.	
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TOTAL	100%
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4.4 DATA AND EFFECTIVENESS AWARDS

4.4.5 BEST USE OF TECHNOLOGY

AWARD DESCRIPTION

Judges will be awarding a digital led campaign that has truly excelled through the application of technology to increase marketing effectiveness, customer engagement and the customer's ROI. Entrants should demonstrate how they have developed their ad tech/martech strategy using tools for customer data management, analytics, creative optimisation and delivery, machine learning, modelling, research, audience targeting and leveraging data.

ENTRY ELIGIBILITY

Advertising Agencies, Advertisers, Creative Agencies, Media Agencies, Media and Marketing Consultancies, Publishers, Vendors/Ad Tech companies. Joint entries accepted.

Entries relating to activity that ran in New Zealand between 1 July 2022 - 30 June 2023 are eligible to enter. Activity may have been introduced earlier but must have run during this period and have data and results relevant to the eligibility period.

ENTRY SUMMARY: WHY SHOULD THIS ENTRY WIN AN AWARD?

WORD LIMIT	150
WORD LIMIT (EXCLUDING ENTRY SUMMARY)	1200

ENTRY CRITERIA	WEIGHTING
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Insights. Summarise succinctly the challenge(s), key insights, objectives and how technology is used to solve these challenges.	25%
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Strategy. Demonstrate how successfully applied technology has been used in response to the brief and challenges to support the advertising strategy, including creative and innovative production to the execution, distribution, and promotion of a campaign. Clearly describe the role of technology.	25%
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Implementation. Demonstrate how successfully applied technology was implemented and integrated to the broader advertising/marketing technology architecture.	25%
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Results. Entrants should demonstrate how successfully applied technology impacted advertising success with a clear line to connect implementation and results (ROI).	25%
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TOTAL	100%
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2023 CATEGORIES AND AWARDS

4.5

GRAND
AWARDS

GRAND AWARDS

4.5.1 DIGITAL SALES EXCELLENCE (INDIVIDUAL)

AWARD DESCRIPTION

Judges will be awarding a sales professional who has truly excelled in the sales function. Entrants should demonstrate a thorough strategic understanding of client business objectives by providing proactive, innovative solutions, benchmarked against clearly defined KPI's. This could be at a campaign level, or across an entire portfolio of clients.

ENTRY ELIGIBILITY

Sales professionals (individual) within Publisher/Media and Vendor/Ad Tech companies only. No joint entries.

Entries relating to activity that ran in New Zealand between 1 July 2022 - 30 June 2023 are eligible to enter. Activity may have been introduced earlier but must have run during this period and have data and results relevant to the eligibility period.

ENTRY SUMMARY: WHY SHOULD THIS ENTRY WIN AN AWARD?

WORD LIMIT	150
WORD LIMIT (EXCLUDING ENTRY SUMMARY)	1200

ENTRY CRITERIA	WEIGHTING
Objective. Demonstrates a thorough understanding of client and/or client business challenge(s), benchmarking these to KPIs (which could include but is not limited to, clicks, views and likes etc, and actionable metrics, for example, lift in brand awareness, units sold and customer acquisition etc), or individual specific KPIs for the fiscal year.	25%
Strategy. Identifies the strategy developed to deliver on the KPIs, where the opportunities were identified and created, and how relationships were harnessed to achieve the best possible outcomes.	25%
Implementation. Identifies how the objective and strategy were delivered and implemented in an innovative manner and the level of difficulty in achieving this.	25%
Results. Identifies the results achieved. Context must be provided to demonstrate performance as it relates to the category, the team, and/or the entire business, identifying challenges and how these were overcome. These should clearly relate to the business challenge(s) and provide a level of granularity - breaking down performance rates against new client acquisition, existing client retention, growth of existing clients and delivery against identified yield requirements. Consider providing concise testimonials.	25%
TOTAL	100%

GRAND AWARDS

4.5.2 DIGITAL SALES EXCELLENCE (TEAM)

AWARD DESCRIPTION

Judges will be awarding a sales team that has truly excelled in the sales function. Entrants should demonstrate a thorough strategic understanding of client business objectives by providing proactive, innovative solutions, benchmarked against clearly defined KPI's. This could be at a campaign level, or across an entire portfolio of clients.

ENTRY ELIGIBILITY

Sales professionals (team) within Publisher/Media and Vendor/Ad Tech companies only. No joint entries.

Entries relating to activity that ran in New Zealand between 1 July 2022 - 30 June 2023 are eligible to enter. Activity may have been introduced earlier but must have run during this period and have data and results relevant to the eligibility period.

ENTRY SUMMARY: WHY SHOULD THIS ENTRY WIN AN AWARD?

WORD LIMIT	150
WORD LIMIT (EXCLUDING ENTRY SUMMARY)	1200

ENTRY CRITERIA	WEIGHTING
Objective. Demonstrates a thorough understanding of client and/or client business challenge(s), benchmarking these to KPIs (which could include but is not limited to, clicks, views and likes etc, and actionable metrics, for example, lift in brand awareness, units sold and customer acquisition etc), or the team's specific KPIs for the fiscal year.	25%
Strategy. Identifies the strategy developed to deliver on the KPIs, where the opportunities were identified and created, and how relationships were harnessed to achieve the best possible outcomes.	25%
Implementation. Identifies how the objective and strategy were delivered and implemented in an innovative manner and the level of difficulty in achieving this.	25%
Results. Identifies the results achieved. Context must be provided to demonstrate performance as it relates to the category, the team, and/or the entire business, identifying challenges and how these were overcome. These should clearly relate to the business challenge(s) and provide a level of granularity - breaking down performance rates against new client acquisition, existing client retention, growth of existing clients and delivery against identified yield requirements. Consider providing concise testimonials.	25%
TOTAL	100%

GRAND AWARDS

4.5.3 DIGITAL PRODUCT OF THE YEAR

AWARD DESCRIPTION

This Award will be presented to an entrant who can demonstrate innovation in developing, designing and/or adapting a product within New Zealand (which could be implemented using a local or global platform) that has enabled New Zealand advertisers to deliver hugely successful digital advertising campaigns. Entrants should include how their product has been innovative over the past year and what makes them stand out from the crowd.

ENTRY ELIGIBILITY

Advertising Agencies, Advertisers, Creative Agencies, Media Agencies, Media and Marketing Consultancies, Publishers, Vendors/Ad Tech companies. Joint entries accepted.

Entries relating to activity that ran in New Zealand between 1 July 2022 - 30 June 2023 are eligible to enter. Activity may have been introduced earlier but must have run during this period and have data and results relevant to the eligibility period.

ENTRY SUMMARY: WHY SHOULD THIS ENTRY WIN AN AWARD?

WORD LIMIT	150
WORD LIMIT (EXCLUDING ENTRY SUMMARY)	1200

ENTRY CRITERIA	WEIGHTING
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Strategy. Demonstrate why and how the digital product was developed, designed and/or adapted within New Zealand (which could be implemented using a local or global platform), that is, specifically for the New Zealand market, internal or partnered development, and the unique challenges overcome etc.	40%
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Scope. Demonstrate reach by size and type, providing competitive context where appropriate.	20%
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Results. Demonstrate growth through results - provide for example, website data: page impressions (monthly/yearly), monthly unique users, any additional online data, relevant revenue/profit figures (if they can be provided) and any other performance statistics as evidence of success.	40%
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TOTAL	100%
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GRAND AWARDS

4.5.4 DIGITAL START-UP OF THE YEAR

AWARD DESCRIPTION

Judges will be awarding a start-up that was founded between 1 July 2022 - 30 June 2023, with no more than NZD \$8 million funding at the time of application, and 30% of revenue which must come from digital outlets, with a live product/service in the New Zealand digital industry that has achieved great success in its early years and has shown great commitment to both its clients and the industry.

ENTRY ELIGIBILITY

New start-ups in the industry, with no more than NZD \$8Million funding at the time of application, 30% of revenue coming from digital outlets, and a live product/service.

Entries relating to digital start-ups active in New Zealand between 1 July 2022 - 30 June 2023 are eligible to enter. They may have launched earlier but must have been active during this period and have data and results relevant to the eligibility period.

ENTRY SUMMARY: WHY SHOULD THIS ENTRY WIN AN AWARD?

WORD LIMIT	150
WORD LIMIT (EXCLUDING ENTRY SUMMARY)	1200

ENTRY CRITERIA	WEIGHTING
Context. Describe your digital start-up. What problem is your product/service solving in the digital industry? Describe the industry in which your digital start-up competes and its competitors, and demonstrate what distinguishes your digital start-up from these competitors?	20%
Strategy. Describe your go-to-market strategy complete with audience segmentation, marketing plan, and sales strategy.	20%
Revenue. Describe your revenue model and the rationale behind its development, and monthly revenue and future revenue projections and context.	30%
Results. Demonstrate any notable achievements or big wins that your digital start-up has had, and any other indicators of success.	30%
TOTAL	100%

GRAND AWARDS

4.5.5 COUNCIL MEMBER OF THE YEAR

AWARD DESCRIPTION

Judges will be awarding an individual who has contributed to growing and shaping the industry by participating in one or more of the IAB New Zealand Councils. This Award is community sourced, and we invite nominations for dedicated Council members, however Council members can also nominate themselves. There is no entry fee to enter this Award.

ENTRY ELIGIBILITY

IAB New Zealand Council member (individual), who has been a member of an IAB New Zealand Council for a period of three months or more between the period 1 July 2022 - 30 June 2023.

ENTRY SUMMARY: WHY SHOULD THIS ENTRY WIN AN AWARD?

WORD LIMIT	150
WORD LIMIT (EXCLUDING ENTRY SUMMARY)	1200

ENTRY CRITERIA	WEIGHTING
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Contribution. Describe the contribution this individual has made to an IAB New Zealand Council to positively influence IAB New Zealand membership and wider stakeholder thinking and behaviour regarding the primary purpose and objectives of their Council.	50%
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Leadership. Describe how this individual has worked with their relevant team(s) within the IAB New Zealand Council to positively influence its direction and output as it relates to key deliverables measured against their Council's purpose and objectives.	50%
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TOTAL	100%
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GRAND AWARDS

4.5.6 EMERGING TALENT

AWARD DESCRIPTION

Judges will be awarding an individual with less than three years of experience in the industry in a digital media role, who exemplifies 'emerging talent' by displaying commitment, motivation, willingness to learn, courage under pressure, self-confidence, organisation skills and a readiness to go the extra distance for both internal and external stakeholders.

ENTRY ELIGIBILITY

Emerging talent (individual) in a digitally led role within Advertising Agency, Advertiser, Creative Agency, Media Agency, Media and Marketing Consultancies, Publisher, and Vendor/Ad Tech companies.

Entries relating to the period, or part thereof, between 1 July 2022 - 30 June 2023 are eligible to enter.

ENTRY SUMMARY: WHY SHOULD THIS ENTRY WIN AN AWARD?

WORD LIMIT	150
WORD LIMIT (EXCLUDING ENTRY SUMMARY)	1200

<u>ENTRY CRITERIA</u>	<u>WEIGHTING</u>
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Commitment. Demonstrates a dedication to their role and organisation through commitment, motivation, and highly effective organisation skills.	25%
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Development. Demonstrates self-confidence, willingness to learn and develop skills by taking part in internal/external training or learning and development. This may include attendance at industry events and/or working with mentors etc.	25%
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Growth. Demonstrates an ability to thrive under pressure or can show personal growth from dealing with pressure/demanding situations.	25%
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Effort. Demonstrates a readiness to go the extra distance as an individual and as part of a team for both internal and external stakeholders.	25%
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TOTAL	100%
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4.5.7 SERVICE TO THE INDUSTRY

AWARD DESCRIPTION

Judges will be awarding an individual with long-standing industry service who has contributed to growing and shaping the digital industry over the past ten years. This Award is community sourced and we invite nominations for extraordinary industry leaders. There is no entry fee to enter this Award.

ENTRY ELIGIBILITY

Individual with long-standing industry service within Advertising Agency, Advertiser, Creative Agency, Media Agency, Media and Marketing Consultancies, Publisher, and Vendor/Ad Tech companies. Ten years or more industry service.

ENTRY SUMMARY: WHY SHOULD THIS ENTRY WIN AN AWARD?

WORD LIMIT	150
WORD LIMIT (EXCLUDING ENTRY SUMMARY)	1200

ENTRY CRITERIA	WEIGHTING
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Credibility. Demonstrates a highly credible approach to communication, with a wide industry network, and the ability to highly effectively work within the industry to achieve desired outcomes and promote and contribute to outcomes which reflect best practice.	25%
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Innovation. Demonstrates an innovative approach to solving problems, achieving results, and driving success.	25%
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Risk. Demonstrates the ability to take calculated risks which drive necessary change and progress in the industry.	25%
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Leadership. Demonstrates strong and consistent leadership across various roles, as a mentor, industry leader and advocate, and through thought leadership in critical areas relevant to the success of the industry.	25%
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TOTAL	100%
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GRAND AWARDS

4.5.8 AGENCY OF THE YEAR

AWARD DESCRIPTION

Judges will be awarding an Advertising or Media Agency that can demonstrate innovation in developing and implementing digital executions that have delivered successful campaigns and ROI.

ENTRY ELIGIBILITY

Advertising Agencies or Media Agencies that are members of the IAB New Zealand and derive at least 40% of revenue through digital advertising.

Entries relating to activity that ran in New Zealand between 1 July 2022 - 30 June 2023 are eligible to enter. Activity may have been introduced earlier but must have run during this period and have data and results relevant to the eligibility period.

ENTRY SUMMARY: WHY SHOULD THIS ENTRY WIN AN AWARD?

WORD LIMIT	150
WORD LIMIT (EXCLUDING ENTRY SUMMARY)	2000

ENTRY CRITERIA	WEIGHTING
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Strategy. Articulate the Advertising or Media Agency strategy which drives digital growth and maturity of your Advertising or Media Agency and provide evidence of initiatives which support this. For example, identify how you are making the most of innovative data and technology developments to understand consumer behaviour and drive client business growth, and consistently deliver coordinated, relevant, and sequenced experiences across a range of online and offline channels. Describe any other initiatives, for example, products or offerings, which benefit clients, partners etc which support growth and provide evidence of digital maturity. Clearly identify specific result(s) of each of the initiatives identified.	30%
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Development. Demonstrate commitment to driving digital development (education and training), engagement and thought leadership within your Advertising or Media Agency and the New Zealand digital industry.	20%
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Results. Demonstrate both innovative and successful client delivery across the digitally-led campaigns that delivered at least 40% of revenue and highlight what makes them stand out from the crowd. This could include examples of collaboration with media partners to deliver value for clients. This may identify digital volume growth benchmarked against the IAB New Zealand Quarterly Digital Advertising Revenue Report and total offline agency volumes (percentages and indexing vs actual is acceptable).	30%
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Success. Provide a Case Study which showcases how one of your clients has excelled at digital transformation. Articulate the strategy, implementation, and provide evidence of results.	20%
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TOTAL	100%
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GRAND AWARDS

4.5.9 BEST IN SHOW

AWARD DESCRIPTION

In 2023, Judges will be awarding Best in Show to a Gold winner from any of the five Award categories: Sales and Ad Operations, Channel Excellence, Campaign Effectiveness, Data and Effectiveness, or Grand Awards, that truly excels and stands out from the crowd.

ENTRY ELIGIBILITY

Gold winner from any of the five Award categories:

- Sales and Ad Operations
- Channel Excellence
- Campaign Effectiveness
- Data and Effectiveness
- Grand Awards

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