

IAB MIXX AWARDS 2023 ENTRY KIT

ORGANISED BY **BELGIAN ASSOCIATION OF MARKETING**

Table of content

ABOUT THE IAB MIXX AWARDS	3
KEY DATES FOR THE IAB MIXX AWARDS 2023	3
ENTRY PROCEDURE	4
ENTRY INFORMATION	4
FILE COMPOSITION.....	4
WHAT DO WE NEED FROM YOU:	5
Company information.....	5
submission information	5
RULES.....	6
ELIGIBILITY.....	6
JUDGING PROCEDURE, CRITERIA & CATEGORY.....	7
DIGITAL COMMUNICATION	7
Categories & Criteria	7
DIGITAL MEDIA	9
Categories & Criteria	9
MARKETING TECHNOLOGY	10
Categories & Criteria	10
DIGITAL Platform UX	11
Categories & Criteria:	11
PRACTICALS	12
FEE	12
Results	12
Contact us.....	12

ABOUT THE IAB MIXX AWARDS

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

1. Digital Communication
2. Digital Media
3. CX & Craft
4. Digital Marketing Technology

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

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

KEY DATES FOR THE IAB MIXX AWARDS 2023

- June 1 – September 08: Call for cases
- September 09 – September 24: Quality check by the Belgian Association of Marketing
- September 25 – October 5: Online judging by the juries
- October 6: Jury deliberation
- October 19: Award Ceremony

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

ENTRY PROCEDURE

ENTRY INFORMATION

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

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

Entries must be submitted by midnight on September 08, 2023

FILE COMPOSITION

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

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

- **English is mandatory for the written brief : No other language will be accepted (nor French, nor Dutch !!!)**
- The best briefs explain the competitive environment, the objectives and goals, and any evidence of performance. The brief should respond to the judging criteria **(limited to 500 words)**.
- Briefs should be clear, concise and free of jargon and exaggeration.
- Each Jury analyses the entries in their categories. The judging criteria defer per Jury as explained further in this document.

WHAT DO WE NEED FROM YOU:

COMPANY INFORMATION

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

SUBMISSION INFORMATION

- Name of the submitted case
- Selected category(ies)
- Written brief (in English - Max 500 words – adaptable per category)
- Case Image (300 dpi)
- **Video presentation (120 sec. max) : a video longer than 120 seconds will not be reviewed**
- Period (Digital Communication & Digital Media only)
- Media used: Images/URL of different media (Digital Communication & Digital Media only)
- Other material (All categories)

RULES

ELIGIBILITY

1. The IAB MIXX Awards are open to all creative, design or media agencies, advertisers, independent parties, media sales houses, technology providers, BAM members and BAM non-members.
2. All entries within the Digital Communication & Digital Media categories should have run in Belgium between September 1st, 2022 until September 1st, 2023 and should be conceived by the submitting company.
3. All entries within the CX & Craft category should have been conceived in Belgium between September 1st, 2022 till September 1st, 2023 by the submitting company.
4. All entries within the Digital Marketing Technology category should have been developed by the submitting company.
5. Submitters are responsible for registering and uploading their case(s). In case several parties worked together, the leading party should enter the case and the other party can be mentioned in the section 'Summary/Period'.
6. Everyone can enter one or several cases in one or several categories. Each submission may be entered into a maximum of 3 categories but must be written differently each time to reflect the category's particular emphasis. Not all combinations are allowed.
7. An "Entry" means one case (campaign/artwork/product/tool) with one choice of category. Should you enter the same case in, e.g. three categories, these represents three entries and therefore three entry fees. For more information, please see " PRACTICAL".
8. All entries need to be uploaded by midnight on September 08, 2023
9. **If the entry fee is not paid by September 08, 2023, the submission(s) will be automatically disqualified.**
10. **Each entry has to be submitted in English : no other language is accepted.** Creative Material (print & audio-visual) can be submitted in the original language. Entries must include a written case brief in English. The written brief is limited to 500 words. Video case presentation is limited to 120 seconds.
11. If there is less than 5 entries in a category, the IAB MIXX Awards organizers reserves the right to cancel the entire category.
12. Work submitted must be original or you must have secured rights to submit it. You cannot include any work to which you do not have the rights. However, stock music/ images are allowed if you have the rights to use them.
13. By entering your work for the competition, BAM is automatically granted the right to make copies, reproduce, or display the case material for education and publicity purposes. If you are a winner, your case material can be used in the online winners' gallery on the website of the Belgian Association of Marketing.
14. Submissions should reflect work that was carried out predominantly by the submitting company, and the role of collaborating (creative and media) participants and key individuals should be referenced

JUDGING PROCEDURE, CRITERIA & CATEGORY

There are 4 juries categories. More than one category may be chosen per jury/programme. However, each submission must be compliant with the criteria per category. In case you have questions regarding the categories, you can contact Nathalie.prieto@marketing.be

DIGITAL COMMUNICATION

CATEGORIES & CRITERIA:

1. BEST CAMPAIGN - COMMERCIAL

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

Criteria:

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

2. BEST CAMPAIGN – NON COMMERCIAL

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

Criteria:

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

DIGITAL MEDIA

CATEGORIES & CRITERIA:

1. BEST MEDIA ENGAGEMENT CAMPAIGN

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

Criteria

- **KPI (businesswise), objectives (25%)**
- **Media Strategy (25%)**
- **Media Creative approach/ Innovating strategy (25%)**
- **Results (25%):** *Figures Results, useful score, brand recognition and lift, brand consideration, reach on target...*

2. BEST USE OF ADVERTISING TECHNOLOGY

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

Criteria

- **Figures Results (25%)**
- **Future Vision (creative use) (25%)**
- **Media Creative approach/ Innovating strategy (25%)**
- **Added Value to the campaign (25%)**

3. BEST E-COMMERCE MEDIA CAMPAIGN

This category aims to highlight media strategies aimed at promoting e-commerce. The success factor is the incremental business impact generated through this innovative and creative strategy.

Criteria

- **Business results (25%):** *Usability, impact on sales...*
- **Optimization E-commerce Media campaign:** *Targeting, retargeting, conversions,*
- **Media Mix**
- **Full funnel strategy:** *Touch points off & online*

DIGITAL MARKETING TECHNOLOGY

CATEGORIES & CRITERIA:

1. BEST BELGIAN MARKETING TOOL

Awards the best marketing tool (Artificial intelligence, chatbot, virtual reality, 3D, blockchain, voice marketing, DMP, DSP, SSP...). Technology is the base of the evolution of the marketing activities nowadays. Submissions in this category have to proof how innovative they are and how unique they are in helping actors (advertisers, agencies, media agencies...) in the marketing industry. This must be defended on the basis of a concrete case showing the added value for a client through specific KPIs

Criteria

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

2. BEST INTERNATIONAL MARKETING TOOL

Awards the best marketing tool (Artificial intelligence, chatbot, virtual reality, 3D, blockchain, voice marketing, DMP, DSP, SSP...). Technology is the base of the evolution of the marketing activities nowadays. Submissions in this category have to proof how innovative they are and how unique they are in helping actors (advertisers, agencies, media agencies...) in the marketing industry. This must be defended on the basis of a concrete case showing the added value for a client through specific KPIs

Criteria

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

3. BEST USE OF DATA TECHNOLOGY

Awards the best use of any technology to manage and activate data in a specific purpose for a client. Data has become unavoidable in today's martech world and it will be more and more complicated in the future to manage customer data. This award recognizes technology that helps a company to manage and activate its data in the most optimal way and brings real value to its day-to-day business.

Criteria

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

CX & CRAFT

CATEGORY & CRITERIA:

1. DIGITAL CRAFT

In an online environment where the focus is on the efficiency and ROI of the platforms that we develop and in the light of a cookieless world, these awards celebrate the skill, talent and flair required to deliver beautifully executed ideas in the context of a digital campaign or a platform. It shows how the richness of digital can add to the experience of the consumer. Loyalty to the platform or a brand is not only the transactional gain for the consumer, it is also in how an idea can be brought to life. These can be but are not limited to digital illustration, online video or digital footage, motion graphics or sound design. The entries need to demonstrate a great combination of form and function in a digital context.

Criteria

- Idea (40%)
- Execution (40%)
- Results (20%)

2. UX/UI/JOURNEY DESIGN

These entries show a seamless and consistent user experience at every point of interaction. Rewards are given based on the focus of the responses of the user, the structure and the usability of the entry project. Special attention is given to the aesthetic composition of graphical design.

Criteria

- UX Design (40%)
- UI Design (40%)
- Results (20%)

3. EXPERIENCE DESIGN: MULTI-PLATFORM

In this category, we are looking for immersive digital experiences that are set up to increase the engagement with the consumer. These may include large or small scale digital experiences like VR, AR installations, voice activated technologies, multi-screen or multi-dimensional experiences. We are not looking for art installations. These need to be instrumental for a brand or organization to tighten the relation with its prospects, client or consumers.

Criteria

- Idea (40%)
- Execution (40%)
- Results (20%)

PRACTICALS

To enter your submission please follow the steps below:

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

FEE

- €190 (VAT excluded) for BAM members per entry and per category.
- €250 (VAT excluded) for non BAM Members per entry and per category.

Extension of deadline for uploading campaigns / cases until 15/09: € 50 excl. VAT extra per item.

Fee has to be paid before September 08, 2023; if not, submission(s) will be automatically disqualified.

Registrations for the Awards Ceremony **are not included in this entry fee**. Check www.mixxawards.be for registration.

Deadline to enter the IAB MIXX Awards Belgium: **September 08, 2023 at 11.59pm.**

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

RESULTS

The winners will be revealed during the Awards Ceremony on Wednesday evening **October 19, 2023** in Tour&Taxis Brussels.

Reserve your seats on www.mixxawards.be.

CONTACT US

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

[Nathalie Prieto](mailto:nathalie.prieto@marketing.be)

Event Manager

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