



MIXX Awards Europe 2024 Entry Notes

The MIXX Awards Europe recognise and celebrate the best digital advertising campaigns in Europe. Winning entries will be showcased to educate the marketplace about what works and why in digital marketing, as well as inspire the industry by highlighting new ideas and future trends.

All European campaigns that have been entered into another IAB MIXX Awards national competition (or other national competition if there is no national IAB MIXX Awards competition) or international award competition from 2023 to present can be entered.

Gold, Silver and Bronze awards are available for each category. Gold award winners will be entered into the MIXX Grand Prix award representing the pinnacle of achievement in European digital marketing this year.

Winning projects will become part of the [IAB Europe Knowledge Hub](#), a library of resources for industry professionals to use in their strategies and daily work. Here are some examples of recent winners:

[Brand Advertising Campaign Winner 2023](#)

[Campaign Effectiveness Winner 2023](#)

[Influencer Marketing Winner 2023](#)

[Direct Response/Lead Generation Campaign Winner 2023](#)

Why enter?

- Get your work recognised at a pan-European level
- Get your work in front of industry leaders (members of the Jury)
- Develop business opportunities
- Benchmark your work against competitors
- Inspire the community
- Challenge and reward your team

1. Who can enter?

All European campaigns that have been entered into another IAB MIXX Awards national competition (or other national competition if there is no national IAB MIXX Awards competition) or international award competition from 2023 to present can be entered.

2. Entry fees

Early bird entry fee (enter by 20.05.2024): €300 (excl. VAT) for entering a campaign in one category; €175 (excl. VAT) for entering the same campaign in additional categories.

Regular entry fee (from 21.05.2025 to Friday 07.06.2024): €400 (excl. VAT) for entering a campaign in one category; €250 (excl. VAT) for entering the same campaign in additional categories.

Small market entry fee: small European markets can take advantage of the early bird fee throughout the competition. The definition of a 'small market' is a market with a total digital ad spend revenue of €0.6bn or less as per our [AdEx Benchmark 2020 Report](#). The markets are:, Bulgaria, Croatia, Greece, Hungary, Ireland, Romania, Serbia, Slovakia, Slovenia

3. Entry timelines

Entries open: May 1st, 2024

Early bird deadline: May 20, 2024

Regular deadline: June 07, 2024

Entries will need to be submitted online via the Eventora platform:

- <https://www.eventora.com/en/Events/mixx-awards-europe-2024/Submissions/Create>
- <https://shorturl.at/dzF06>

4. Categories and judging criteria

Category	Category Description	Judging Criteria
Brand Advertising Campaign	Best use of media mix for brand building purposes	Each criteria will be scored out of 10 <ul style="list-style-type: none">• Strategy - 33%• Creative - 33%• Results - 33%
Direct Response / Lead Generation Campaign	Best use of digital advertising for direct response or lead generation campaigns Best campaigns focused on	Each criteria will be scored out of 10 <ul style="list-style-type: none">• Strategy - 33.3%• Creative - 33.3%• Results - 33.3%

	generating direct response / conversation / purchase intent using a variety of digital advertising tools / mechanics etc.	
Video Advertising	Best use of video advertising to deliver the highest level of consumer engagement	Each criteria will be scored out of 10 <ul style="list-style-type: none"> • Strategy - 33.3% • Creative - 33.3% • Results - 33.3%
Social Media	Best use of social media to deliver a high level of consumer engagement.	Each criteria will be scored out of 10 <ul style="list-style-type: none"> • Strategy - 33.3% • Creative - 33.3% • Results - 33.3%
Search Advertising	Best use of search advertising to deliver the highest level of consumer engagement and return on advertising investment.	Each criteria will be scored out of 10 <ul style="list-style-type: none"> • Strategy - 33.3% • Creative - 33.3% • Results - 33.3%
Branded Content	Best use of original, entertaining, or informational content to deliver the highest level of consumer engagement.	Each criteria will be scored out of 10 <ul style="list-style-type: none"> • Strategy - 33.3% • Creative - 33.3% • Results - 33.3%
Native Advertising	Best use of native advertising to deliver an effective campaign with the highest levels of consumer engagement.	Each criteria will be scored out of 10 <ul style="list-style-type: none"> • Strategy - 33.3% • Creative - 33.3% • Results - 33.3%
Campaign Effectiveness	Digital campaigns that achieve effectiveness by meeting and exceeding their stated objectives including influencing the audience to impact brand (e.g. brand awareness, purchase intent) and sales metrics.	Each criteria will be scored out of 10 <ul style="list-style-type: none"> • Strategy - 33.3% • Creative - 33.3% • Results - 33.3%
Virtual and Augmented Reality	Best use of VR, AR or other new technology that delivers a highly	Each criteria will be scored out of 10 <ul style="list-style-type: none"> • Strategy - 33.3% • Creative - 33.3%

or other New Technologies	interactive or engaging consumer experience.	<ul style="list-style-type: none"> Results - 33.3%
Effective Use of Data	Best use of data in clever or innovative ways to drive the effectiveness and success of a campaign.	Each criteria will be scored out of 10 <ul style="list-style-type: none"> Strategy - 33.3% Creative - 33.3% Results - 33.3%
Integrated Advertising	Best campaign that delivers high levels of consumer engagement across multiple screens and platforms (either across digital or digital integrated with offline channels).	Each criteria will be scored out of 10 <ul style="list-style-type: none"> Strategy - 33.3% Creative - 33.3% Results - 33.3%
In-Gaming	Best use of in-game advertising to deliver the highest level of consumer engagement and fulfil brand or sales objectives.	Each criteria will be scored out of 10 <ul style="list-style-type: none"> Strategy - 33.3% Creative - 33.3% Results - 33.3%
Influencer Marketing	Best influencer marketing campaign that delivers the highest level of consumer engagement and fulfils brand objectives.	Each criteria will be scored out of 10 <ul style="list-style-type: none"> Strategy - 33.3% Creative - 33.3% Results - 33.3%
Non-profit / Corporate Social Responsibility	Best campaign that has a positive impact on consumer behaviours and fulfils an organisation's CSR objectives	Each criteria will be scored out of 10 <ul style="list-style-type: none"> Strategy - 33.3% Creative - 33.3% Results - 33.3%
Digital Audio Advertising	Best use of digital audio advertising to deliver the highest level of consumer engagement and fulfil brand or sales objectives.	Each criteria will be scored out of 10 <ul style="list-style-type: none"> Strategy - 33.3% Creative - 33.3% Results - 33.3%
Connected TV Advertising	Best use of CTV advertising to deliver the highest level of consumer engagement and fulfil brand or sales objectives.	Each criteria will be scored out of 10 <ul style="list-style-type: none"> Strategy - 33.3% Creative - 33.3% Results - 33.3%

Digital OOH Advertising	Best use of digital OOH advertising to deliver the highest level of consumer engagement.	Each criteria will be scored out of 10 <ul style="list-style-type: none"> • Strategy - 33.3% • Creative - 33.3% • Results - 33.3%
Product Innovation	Best new digital advertising or marketing product or format that adds value to the industry.	Each criteria will be scored out of 10 <ul style="list-style-type: none"> • Strategy - 33.3% • Creative - 33.3% • Results - 33.3%
Ecommerce	Best use of Ecommerce to deliver the highest level of consumer engagement and fulfil brand or sales objectives.	Each criteria will be scored out of 10 <ul style="list-style-type: none"> • Strategy - 33.3% • Creative - 33.3% • Results - 33.3%
Retail Media	Best use of Retail Media advertising to deliver the highest level of consumer engagement and fulfil brand or sales objectives.	Each criteria will be scored out of 10 <ul style="list-style-type: none"> • Strategy - 33.3% • Creative - 33.3% • Results - 33.3%
Sustainability Campaign	Best campaign that focuses on sustainability - this could either be marketing of a sustainable product, service or a sustainable campaign	Each criteria will be scored out of 10 <ul style="list-style-type: none"> • Strategy - 33.3% • Creative - 33.3% • Results - 33.3%

5. Judging process

1. Judges give a score against each criteria for each entry as per the criteria outlined above.
2. These are then combined to create an overall score for each entry.
3. All judges' scores are totaled and the highest scoring entries will determine the winners for each category.
 - a. Shortlist Nominee Designation: Campaigns will be subjected to rigorous grading by a distinguished panel of judges. To achieve the status of a 'Shortlist Nominee', a campaign must be ranked within the top five by grade. Additionally, each shortlisted campaign must secure a grade higher than 6 on a scale of 1 to 10, where 10 signifies the highest level of excellence.
 - b. Award Allocation: Among the top-performing campaigns, the three with the highest grades will be conferred awards under the following distinctions:

- i. Gold Award: The campaign that achieves the highest grade and a score above 7 will enter the second phase of judging (judges meet to discuss gold winners).
 - ii. Silver Award: The campaign with the second-highest grade, surpassing a score of 7, can be granted the Silver prize (depending on the second phase of judging), recognizing its outstanding achievement and impact.
 - iii. Bronze Award: The third-highest graded campaign, with a grade exceeding 7, can receive the Bronze prize (depending on the second phase of judging), marking its significant contribution to the standards of digital advertising excellence.
4. Judges meet to discuss gold winners and then agree on the MIXX Grand Prix winner. Upon completion of the initial grading phase, the esteemed panel of judges will convene to deliberate on the campaigns that have achieved the best grades in their category and above 7, qualifying them for consideration for the Gold Award. During this session, the judges will engage in an in-depth discussion to determine whether each campaign upholds the exceptional standards expected of a Gold Award recipient.

The decision process is as follows:

- If a campaign is affirmed by the judges to merit the Gold Award, it will be honoured as such.
- Should the judging panel conclude that a campaign does not fully meet the criteria for the Gold Award, the campaign will automatically be awarded the Silver Award, acknowledging its outstanding merits.
- The campaign with the second-highest overall grade, will be conferred the Bronze Award, granted it has an overall grade is above the established threshold of 7.
- The third, fourth, and fifth highest-graded campaigns will receive the designation of 'Nominee,' granted their grades are above the established threshold of 6, signifying a commendable level of excellence.
- The apex of the awards, the MIXX Grand Prix, will be awarded to the Gold Award-winning campaign that garners the majority of votes from the judging panel in a final vote, distinguishing it as the preeminent exemplar of digital marketing for the year.

The adjudication of the IAB MIXX Awards Europe will be conducted entirely online. Judges will access and review all submissions via a secure digital platform, ensuring a comprehensive evaluation of each entry from any location.

In the event that judges require additional information or clarification on certain submissions to make informed decisions, formal requests for such details will be issued to the relevant entrants during the week preceding the scheduled online judging session. This procedure is designed to facilitate a thorough and informed review process, allowing judges to fully understand and appreciate the context and nuances of each campaign. Entrants are expected to respond promptly

to any requests for further information to ensure that the judging process proceeds smoothly and according to the timeline established for the awards. The cooperation of all participants is crucial to maintaining the integrity and efficiency of the judging process.

The 2024 winners will be announced during an online gala.

6. Entry requirements

For full entry requirements please see the entry forms online:

- <https://www.eventora.com/en/Events/mixx-awards-europe-2024/Submissions/Create>
- <https://shorturl.at/dzF06>

Entrants are required to provide a summary of the campaign, describe how the entry fulfils the criteria (outlined above) and upload a supporting video. The video should:

- Be no longer than 3 minutes
- Be uploaded on youtube (unlisted privacy)
- explain the campaign and showcase the creative
- be in English or have English subtitles

7. Communications and confidentiality

One of the aims of this competition is to share good practice with the industry. There may be opportunities to do this through:

- Press releases
- Presentations and webinars
- Social media communications
- Being featured in [IAB Europe's Knowledge Hub](#)
- Being shared on WARC.com (World Advertising Research Centre)

Please note that by entering you are confirming that you have obtained the relevant permissions from any parties involved, both to submit the entry and for IAB Europe and its partners to use the summary, video content and screenshots provided. We will seek explicit permission to use any of the detailed text contained within the entry form.

If you are particularly interested in communications opportunities, please indicate this on the entry form and supply appropriate contact details.

8. Contact

For more information, please contact Andrei Dragu - awards@iabeurope.eu

9. Information about processing your personal data

1. Controller of your personal data

The controller of your personal data is IAB Europe having its registered offices at 1040 Brussels (Belgium), Rond-Point Schuman 11. All questions or requests regarding the processing of these data may be addressed to: communication@iabeurope.eu.

2. The purposes and legal basis of processing your personal data

We will process your personal data in order to review and select a shortlist and finalists for the MIXX Awards Europe 2024 competition to contact you regarding your entry or entries. The legal basis of processing your personal data is our legitimate interest consisting of selecting shortlists and winners for the competition organised by IAB Europe.

3. Storage of your personal data

We will store your personal data until fulfilling legitimate interests pursued by the controller being a basis for this processing, in particular limitation of claims or until you lodge a reasoned objection.

4. Your rights related to the processing of personal data

You have the following rights related to the processing of personal data:

- A. the right to object to the processing of your data due to your particular situation
- B. the right to access your personal data,
- C. the right to rectification of your personal data,
- D. the right to erasure of your personal data,
- E. the right to demand the restriction of the processing of your personal data,

To exercise the above rights, contact us by email: communication@iabeurope.eu

The right to object

You have the right to object to the processing of your data due to your particular situation - in cases where we process your data based on our legitimate interest. To exercise this right, contact us by email: communication@iabeurope.eu

The right to lodge a complaint

You also have the right to lodge a complaint with the supervisory personal data protection authority ((which can be any of the data protection authority of the EU Member State in which you live, or in which you work, or in which the alleged infringement occurred)).