



Call for Entries Information Pack



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## OVERVIEW

2017 is the establishment year of the IABNZ Awards that celebrates the achievements of digital advertising in New Zealand.

The spectacular Aviation Hall at MOTAT in Auckland will play host to recognise the exceptional work of digital Ad Sales, Ad-Operations and Creative people within our industry.

Alongside celebrating the successes of past 12 months, the Awards provides an opportunity for IABNZ Members and those who have been instrumental in shaping the industry, to come together and connect over an evening of exceptional food and drink, fun, laughter and entertainment in the backdrop of the Aviation Hall and the 'Flying High' theme.

## ENTRY

The awards are open to IABNZ Members – Publishers (Media Companies), Agencies, Ad-Tech Suppliers and Advertisers. You may nominate yourself or you can be nominated by a colleague or client. Entry may be made directly by the company or individual for the Award categories.

## ELIGIBILITY

Submissions should relate to activity within New Zealand and the eligibility period of **1st January 2016 – 31st December 2016** by an IABNZ Member.

## NOMINATION PROCESS

All nominations must be submitted through our portal by 10th March 2017. **Now extended to 24<sup>th</sup> March.**

Nominations will be assessed by an independent panel of industry professionals.

The judging panel will assess each entry according to the criteria, taking into account all information provided. The judging panel will then select finalists and winners for each category. The **entry fee per category is \$100.00 +GST** and is non-refundable.

Note: there is no entry fee for nominations for the **'Foundation Leadership Award'**.

## Commercial Confidence

For your entry to be fully assessed it is extremely important that you provide as much detail about your performance as possible. In particular, figures relating to the ROI of your activity / campaign. Greater transparency with the judges will enable them to score you fairly.

All judges sign an NDA before participating and judges will not be involved in any categories where a commercial conflict could arise.

## JUDGING

Our panel of seasoned digital experts will carefully review each nomination against the judging criteria. Scores are collated and discussed with groups of judges moderated by our content team at our Judging Day, which takes place in March.

After careful deliberation a winner is chosen for each category.

The Grand Prix winner (the stand-out nominee from the Sales or Ad-Operations categories) is also decided after consideration by the judges

**The Grand Prix Winner will receive a trip New York to attend ad:tech 2017 in November<sup>1</sup>**

This document contains all the information you need when entering, the categories and what the judges will expect to see in a well crafted entry. Please note that special emphasis will be placed on measureable results throughout most of the award categories so it will pay to show how your work delivered results. You can also view [www.iabawards.co.nz](http://www.iabawards.co.nz) for all the information you need.

To enter visit [www.iabawards.co.nz/enter](http://www.iabawards.co.nz/enter)

Deadline for entries is 5pm Friday 10<sup>th</sup> March with judging taking place throughout March and April. Finalists will be announced in the first week of May and the Awards event will take place on Thursday 25<sup>th</sup> May 2017 at MOTAT, Auckland.



## AWARD CATEGORIES

### Sales Categories

- Mobile
- Display
- Video
- Classifieds
- Search
- Social Media

### Ad-Operations Categories

- Junior Ad-Ops
- Senior Ad-Ops

### Creative Categories

- Digital Led Campaign – Mobile Creative
- Digital Led Campaign – Best use of Data
- Digital Led Campaign – Best use of Native
- Best Digital Led Campaign by an Advertiser

### Other Categories

- Digital Product of the Year
- Foundation Award
- Grand Prix Award

## AWARD CRITERIA

### Sales Categories - Mobile/Display/Search/Classifieds

Judges will be awarding a Sales Professional that has truly innovated and excelled with their channel strategy.

Entrants should demonstrate how they have embraced or assisted in the development of the channel within the digital ecosystem by following the category criteria. This could be at a campaign level, by using the channel to increase customer engagement, influence, purchase behaviour and drive the customers ROI.

- Demonstrates thorough understanding of client business objectives including performing competitive analysis
- Demonstrates ability to align products with clients business objectives
- Produces clear and concise proposals in response to briefs and/or RFP's
- Uses research and insights to base recommendations
- Demonstrates thorough understanding of client raw data points for incorporating into campaign briefs and recommendations
- Can accurately calculate digital metrics
- Demonstrates trust, ethics and integrity in all dealings
- Looks for opportunities to Upsell
- Conducts unbiased debrief at end of the campaign
- Delivers ROI in-line with customer objectives

## AWARD CRITERIA

### Sales Categories – Video

**Video:** Judges will be awarding a Sales Professional that has truly innovated and 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 following the category criteria. This could be at a campaign level, by using Video to increase customer engagement, influence, purchase behaviour and drive the customers ROI.

- Demonstrates ability to align the different video formats with clients business objectives
- Demonstrates understanding the nuances of the various video formats and being able to guide and educate their clients to clearly understand the possibilities as well as any limitations
- Can accurately calculate Video metrics and demonstrates an understanding of the technical aspects of video and how these may impact metrics
- Can clearly articulate the buying model i.e. CPM, CPV, CPCV etc.
- Demonstrates trust, ethics and integrity in all dealings
- Looks for opportunities to Upsell
- Conducts unbiased debrief at end of the campaign
- Delivers ROI in-line with customer objectives



## AWARD CRITERIA

### Sales categories – Social Media

Judges will be rewarding a Sales Professional that has truly innovated and 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 following the category criteria. This could be at a campaign level, by using Social to increase customer engagement, influence, purchase behaviour and drive the customers ROI.

- Demonstrates thorough understanding of client business objectives and delivers brand consistency across all platforms
- Demonstrates ability to align products with clients business objectives
- Produces clear and concise proposals in response to briefs and/or RFP's
- Uses research and insights to base recommendations
- Demonstrates thorough understanding of client raw data points for incorporating into campaign briefs and recommendations
- Can accurately calculate digital metrics
- Demonstrates trust, ethics and integrity in all dealings
- Looks for opportunities to Upsell
- Conducts unbiased debrief at end of the campaign
- Delivers ROI in-line with customer objectives

## AWARD CRITERIA -

### Ad-Ops Categories – Junior Ad-Ops Person of the Year

Judges will be awarding an Ad-Ops Junior that has truly excelled in their role.

Entrants should demonstrate how they have embraced and owned their role within their company by meeting and exceeding all the judging criteria.

- Less than 3 years experience in Ad-Ops
- Demonstrates a basic understanding of the Digital Advertising Ecosystem
- Demonstrates sound understanding of Campaign Goals
- Demonstrates sound communication skills
- Demonstrates opportunities to implement solutions that increase the effectiveness and efficiencies of the Ad Ops department, including the development of tools, process and reports related to job responsibilities
- Demonstrates the ability to accommodate evolving responsibilities and last minute changes
- Demonstrates a keen interest in developing ad-ops skills
- Demonstrates a flexible, personable attitude
- Demonstrates attention to detail
- Demonstrates the ability to deliver campaigns on time
- Handles troubleshooting and discrepancies professionally

## AWARD CRITERIA -

### Ad-Ops Categories – Senior Ad-Ops Person of the Year

Judges will be awarding an Ad-Ops Senior that has truly excelled in their role.

Entrants should demonstrate how they have embraced and owned their role within their company by meeting and exceeding all the judging criteria.

- More than 3 Years experience in Ad-Ops
- Demonstrates an advanced understanding of the Digital Advertising Ecosystem
- Demonstrates sound communication skills
- Manages start to finish of the campaign process, tracking pixels, troubleshooting tags, targeting, optimization, and reporting
- Analyses performance metrics for all online ad campaigns, measuring dozens of variables across multiple dimensions
- Identifies trends in data and deciphers underlying causes. Proactively make changes based on given data to increase in performance and margins
- Utilizes multivariate testing and other analytics tools to improve insights
- Stays abreast of trends in online advertising, product development, and yield optimization best practices
- Can manage and mentor a team of Campaign Managers if required



#### AWARD CRITERIA

##### Digital Led Campaign – Mobile Creative

Judges will be rewarding a Digital Led Mobile Campaign that has truly innovated and excelled with in its creative strategy.

- Entrants should demonstrate how they have led the campaign with mobile advertising. You should demonstrate how you have used mobile advertising to increase customer engagement, influence, purchase behaviour and drive ROI.
- You should demonstrate how you have used mobile or connected device platforms and technologies to push boundaries.

#### AWARD CRITERIA

##### Digital Led Campaign – Best Use of Data

Judges will be rewarding a Digital Led Campaign Best Use of Data that has truly innovated and excelled with in the category.

- Entrants should demonstrate how they have used intelligent use of internal or external data to bring a competitive advantage. Success could be defined as new customer acquisition, retention, engagement or anything else displaying a competitive advantage.
- You should also demonstrate how the use of data has driven client or campaign success, with a clear line to connect implementation and results (ROI).

#### AWARD CRITERIA

##### Digital Led Campaign – Best Use of Native

Judges will be rewarding a Digital Led Campaign that has a Best Use of Native Advertising that has truly innovated and excelled with in the category.

- Entrants should demonstrate how they have developed your native advertising or sponsored content strategy including creative and innovative production to the execution, distribution and promotion of the Content.
- You should demonstrate how your native advertising or sponsored content, across multiple platforms – engaged, informed and promoted a brand, product or service to customers.
- You should demonstrate how your native advertising or sponsored content achieved success, with a clear line to connect implementation and results (ROI).



## AWARD CRITERIA

### Digital Led Campaign – By an Advertiser

Judges will be rewarding a Digital Led Campaign by an Advertiser that has truly innovated and excelled with in the category.

- Entrants should explain how the campaign that was digitally led. This campaign might have used other channels, including main-stream media, but must demonstrate that the digital or technological idea was the catalyst for the campaign and without it the campaign could not work.
- This category can also include purpose built digital platforms for marketing communications or commercial activity which are not one-off campaigns. The entry must provide a minimum of 6 months data that clearly demonstrates the in-market results.
- Explain where and how your campaign was able to connect with your audience via the assets of a media company you utilised

## AWARD CRITERIA

### Digital Product of the Year Award

This award will be presented to a publisher that can demonstrate innovation in developing a product that has delivered advertisers with hugely successful digital advertising campaigns.

- Entrants should include how their product has been innovative over the last year, and – from the perspective of advertisers – what makes them stand out from the crowd.
- Demonstrate reach by size and type
- Demonstrate Audit Method
- Demonstrates Relevant revenue / profit figures
- Demonstrates Growth statistics
- Other performance statistics and results / evidence of success
- Website data: page impressions (monthly / yearly), monthly unique users
- Any additional online data

## AWARD CRITERIA

### Foundation Award

This award celebrates a long-standing individual who has helped to grow and shape the industry over the last ten years.

This category is community sourced and we are keen to hear your nominations for extraordinary industry leaders.

- 10+ Years involvement in the Industry
- Highly credible
- Demonstrates strong & consistent leadership
- Demonstrates thought leadership
- Demonstrates the ability to Innovate
- Demonstrates the ability to take risks



## AWARD CRITERIA

### Grand Prix Award

Are you the best of the best? The Grand Prix award will be selected by the judges after debate and deliberation at the judging day.

The Grand Prix winner will, in the judge's opinion, be the star entry from the Sales or Ad-Ops categories that encompasses the very best of digital advertising over the last year.

The Grand Prix Winner will receive a trip to **ad:tech New York 2017**<sup>1</sup>.

<sup>1</sup> Grand Prix Winner Prize covers - Flights, Accommodation for 4 nights and Entry Fee to ad:tech NY 2017