

# Nomination Playbook

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## Microsoft Advertising Agency Awards 2019



## What's possible?

Microsoft Advertising Agency Awards 2019

### Reminder to nominate

Nominations are open until July 11.  
May the best agency, team,  
individual or technology partner win!

[Nominate here](#)

### Award categories open for nomination

#### Agency Awards

- Audience Excellence Award
- Growth Hacker of the Year\*\*
- Inclusive Culture & Marketing Award
- Independent Agency of the Year\*
- Rising Star of the Year\*\*

#### Individual / Team Awards

- Account Team of the Year
- Microsoft Advertising Trailblazer of the Year\*\*
- Microsoft Advertising Executive of the Year
- Lifetime Achievement Award\*\*

\*Only open to Agencies \*\* Not open to Channel Partners

- Agency Partner of the Year US
- Agency Partner of the Year Canada
- Agency Partner of the Year Brazil
- Channel Partner of the Year
- Technology Partner of the Year

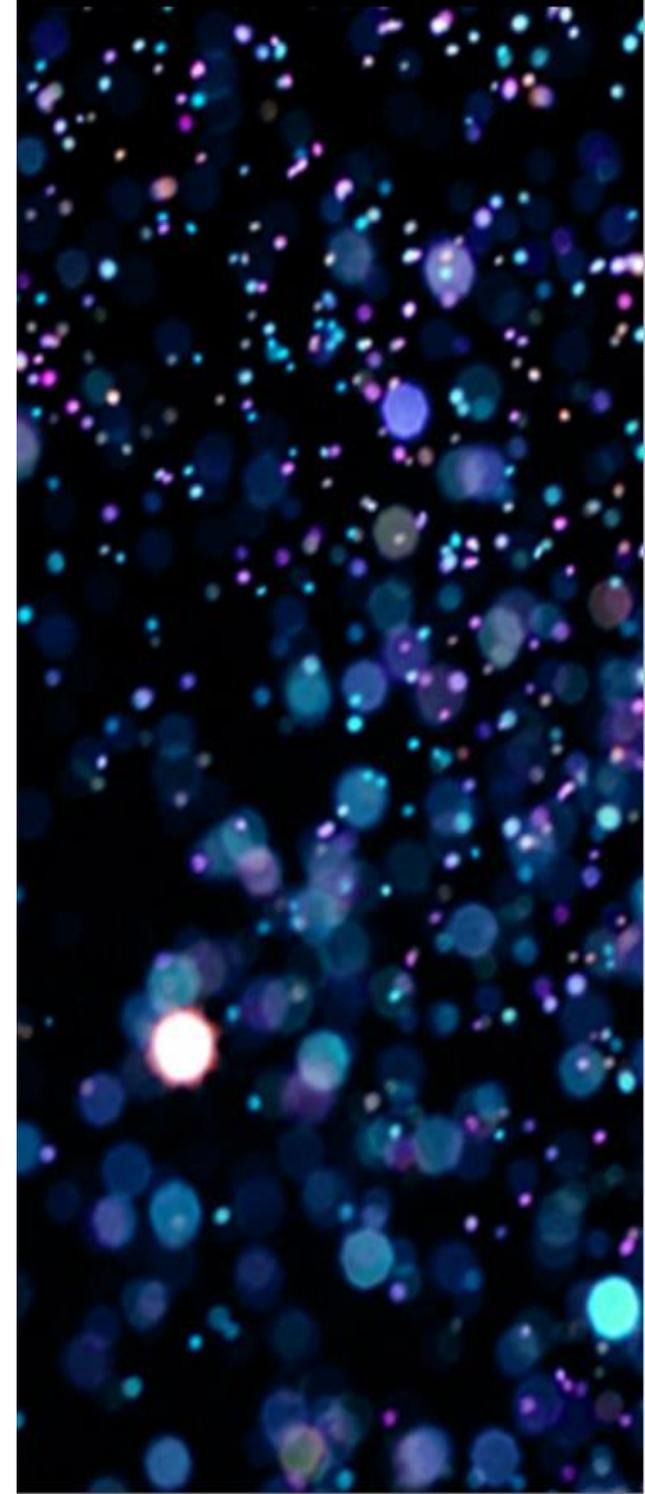
# 2019 Microsoft Advertising Agency Awards

The Microsoft Advertising Partner Program focuses on our partnership with our advertisers. We want to celebrate, amplify, and continue to develop and enable our Elite and Select Partners to grow their business. The awards are a platform to showcase the wins and successes together on stage.

This handbook will provide you with everything you need to know on your nomination and tips to **submit a great story!**

The fourth annual rebranded **Microsoft Advertising Agency Awards** which will be held on September 19<sup>th</sup>, 2019 at Spring Studio, New York. We will continue to acknowledge and celebrate advertising Agencies and Technology Partners and the people who work within them from across the **Americas** in a number of different categories. This year we are also excited to welcome Channel Partners as we align our awards structure globally across all partner types.

Nominations for the awards will run until **July 11th, 2019**. Information on the award categories, the submission process and how to submit nominations on behalf of your agency can be found on our **website**. We welcome all Elite and Select Partners to submit nominations for the awards and our Elite Partners and nominated Select Partners will receive an invitation for the awards in early July.



# How to apply

## Recognizing our partners for their continued partnership & success

### ACTION

Click on the [submit a nomination](#) link, and choose the category or categories of your choice. Remember, you can submit in as many categories as you want.

### APPLICATION BEST PRACTICES. THIS IS SIMPLE.

- We love focusing on the value that Microsoft Advertising has brought to your clients and to the growth of your business. Keep in mind the evolution, the growth story, and any special aha! moments that have made yours, or your customer's experience even better than expected.
- The more specific you are, the stronger your story is. Our recommendation is to put in the key success metrics of the categories you are submitting your nomination for to show clear impact.
- Work with your account team to review and ensure your nomination(s) are ready for submission with case studies, success metrics, powerful moments either that you experienced with us or through us. We would love to hear all about it and celebrate our wins collectively!
- Don't shy away from talking about what is important to you as a business, and how Microsoft has enabled and empowered you to achieve more and get closer to your business needs internally or externally.
- There's no such thing as too many entries. Give the categories an honest chance and take your time to fill out each answer for each category you are applying for.
- Let us know where you and your company need support. The Microsoft Advertising Account Team is happy to help you with your submission.

### WINNING CRITERIA:

1. Be an enrolled Elite or Select Partner.
2. [Submit nomination](#).

### POST AWARDS:

If your nomination is successful, receiving one of the Regional Partner Awards for your company should enable and assist you with new business opportunities, generate positive press coverage and can drive greater market recognition.

As a winner, your achievements will be amplified through the Microsoft Advertising Blog, Social Channels and a trophy. In addition to that, you will also be invited to the 2019 Microsoft Advertising Global Partner Awards with all regional winners worldwide to compete for the Global Agency, Channel or Technology Partner of the Year.

# Examples showcasing great submissions

## 1. Why should this account team be recognized for Account Team of the Year Award?

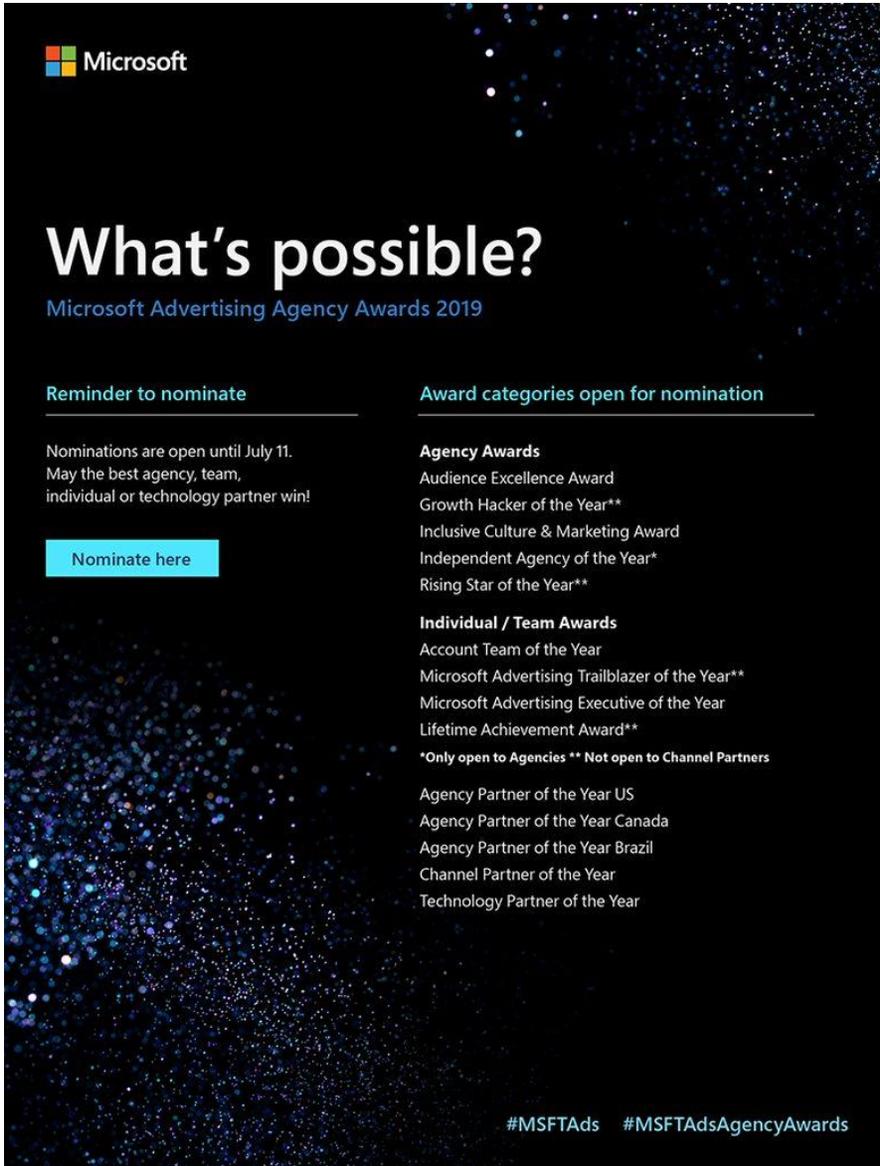
• XXXXXX team is always itching to innovate. The clearest reason why they should be recognized for Account Team of the Year is their continuous openness to opportunities – any recommendation that is presented to them is always considered and generally accepted, especially if it's out of the box but still relevant. The XXXX proactively keeps their Bing partners aware of their goals, plans and challenges which has developed into a consistent collaboration that has improved efficiency while also scaling volume considerably. • With the core growth of their subscribers revolving around small windows of opportunity such as the World Cup, NBA Playoffs, Oscars and the Super Bowl, the XXXX team has become a well-oiled machine that equips them to be the quickest moving and most aggressive. Over the last 12 months, they have developed into the best-in-class entertainment advertiser that their competitors aspire to replicate. They have tested multiple methods of ad scheduling around live events and fine-tuned it for maximum efficiency, created a robust keyword/labeling matrix for fluidity to new releases/changes in the marketplace, detailed an in-depth audience targeting strategy that leverages Remarketing, In-Market and Custom Audiences (First-Party Segments) to unlock new subscribers while also upselling add-ons for peak returns. • XXXX enlists their Bing team as an integral part of their relationship with Hulu direct. They constantly welcome Bing/Microsoft's perspective and insights as a way to differentiate themselves and develop even more confidence with XXX – an advertiser with aggressive competition, lofty subscriber goals, high expectations and a complex media plan. Leaning on Bing/Microsoft to educate them on the marketplace, identify opportunities and creatively problem solve, XXXXX has passionately developed search into the cornerstone of their media plan and the most impactful channel for subscriber growth.

## 2. Please showcase key examples of where you have used strategies to drive adoption of Bing Ads Audience products. These can include Custom Audiences, Remarketing, Similar Audiences, In-Market Audiences, MSAN (if in pilot) for greater spend.

The successful initial results for Audience targeting on Bing has allowed us to make data-driven strategy recommendations to all clients. XXX audience adoption rates have been on the rise with 49% of all clients using either remarketing or In-market audiences. In 2018, XXX clients have spent \$XXX million on Audience strategies. In Q2, ad spend for XXX 25 clients using audiences were up 85% YoY, while clients not using audiences only grew by 21% during that time. What's more, of the total Q2 agency spend, 89% of that was happening from accounts that are utilizing Audience targeting.

We've been working to implement audience targeting across XXX portfolio, with 25 unique clients now using either Remarketing on In-market audiences (24 different clients are using In-market audiences, with 17 clients using Remarketing). Through audience targeting, they've been able to achieve a 140% higher CTR for remarketing audiences and a 50% higher CTR for In-market audiences. This has largely been driven by bid adjustments, allowing for better page position and more real estate on the SERP. XXX has recognized the CTR benefit that a simple bid adjustment has been able to produce, and they have recommended it accordingly for their clients. What's more, they have also seen a higher CVR (+5%) for Audience targeting overall, despite very liberal audience association. For example, we've had a number of clients that opted to apply many (or all) In-market audiences (with 0% modifiers to start) in order to maximize the amount of data that they're collecting. While some audiences have proven more successful than others, the data has been immensely helpful in informing audience profile insights for their clients. Ultimately, the accounts teams will then hand pick the most effective audiences to implement bid modifiers. In total, 31% of total Bing conversions are currently flowing through Audiences.

# Categories for 2019



 Microsoft

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#MSFTAds #MSFTAdsAgencyAwards



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Questions?

[2019MSAAgencyAwards@microsoft.com](mailto:2019MSAAgencyAwards@microsoft.com)