Microsoft

What’s possible?

Award Categories

Microsoft Advertising Regional Partner Awards

Microsoft Advertising. Intelligent connections.

REGIONAL PARTNER AWARD CATEGORIES | Overview

The awards honor individuals and organisations behind some of the most impactful, innovative and performance-driven work from Partners across Asia Pacific

1 Company Awards	2 Individual/Team Awards	3 Partner Awards
Growth Hacker of the Year	Account Team of the Year [1]	Agency of the Year [2]
Rising Star of the Year [1]	Trailblazer of the Year [1]	Channel Partner of the Year [3]
	Executive of the Year	

[1] *Only open to Agencies*
[2] *Not open for nomination*
[3] *We re-recognize our APAC channel partner from the global partner summit in May 2019*

Microsoft

REGIONAL PARTNER AWARD CATEGORIES

Partner Awards

1 **Rising Star of The Year**
Awarded to a rising partner, that has made the most accelerated focus in the past year with Microsoft Advertising. Judges will be looking for a shooting star with inspiring thinking & business solutions as well as the focus to deliver top results.

2 **Growth Hacker of the Year**
Awarded to an agency who demonstrated innovative and growth hacking usage of Microsoft Advertising tools, products, insights and solutions.

Individual / Team Awards

3 **Account Team of the Year**
Awarded to an exemplary account team that partners, engages, and uses feedback to optimise. They test and adopt new features, and submit case studies, all while staying transparent in the spirit of partnership.

4 **Trailblazer of the Year**
Awarded to an individual who finds innovative and engaging ways to evangelise Microsoft Advertising, and who drives Microsoft Advertising brand awareness and affinity both internally, and industry-wide.

Microsoft

REGIONAL PARTNER AWARD CATEGORIES

5

Executive of the Year

Awarded to an agency executive (in leadership position, with national influence) who excels in championing the Search practice and shows a true commitment to partnering with and investing in Microsoft Advertising.

Partner Awards

6

Agency of the Year / Channel Partner of the Year

Awarded to the Agency or Channel Partner that engages with Microsoft Advertising in true partnership and demonstrates excellence across spend, product adoption, ingenuity and creativity around product application/optimization and marketing partnerships.

Microsoft