



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 in Europe.

1 Company Awards	2 Individual/Team Awards	3 Partner Awards
Growth Hacker of the Year ¹	Account Team of the Year	Agency of the Year ²
Inclusive Culture & Marketing Award	Trailblazer of the Year	Technology Partner of the Year
Independent Agency of the Year ¹	Executive of the Year	Channel Partner of the Year ³
Rising Star of the Year ¹		

¹ only open to Agencies

² not open for nominations

³ The EMEA Channel Partner from the global partner summit in May 2019 will be re-recognize at the ceremony.

REGIONAL PARTNER AWARD CATEGORIES

Partner Awards

- 1 Inclusive Culture and Marketing Award**
Awarded to the partner who demonstrates the strongest commitment to both inclusive culture and promoting inclusive marketing practices both in the day-to-day, as well as through specific initiatives and campaigns.
- 2 Independent Agency of the Year¹**
Awarded to an independent agency that engages with Microsoft Advertising in true partnership including increased spend, product adoption, ingenuity and creativity around product application / optimization and marketing partnerships.
- 3 Rising Star of The Year¹**
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.
- 4 Growth Hacker of the Year¹**
Awarded to an agency who demonstrated innovative and growth hacking usage of Microsoft Advertising tools, products, insights and solutions.



REGIONAL PARTNER AWARD CATEGORIES

Individual / Team Awards

- 1 Account Team of the Year**
Awarded to an exemplary account team that partners, engages, and uses feedback to optimize. They test and adopt new features, and submit case studies, all while staying transparent in the spirit of partnership.
- 2 Trailblazer of the Year**
Awarded to an individual who finds innovative and engaging ways to evangelize Microsoft Advertising, and who drives Microsoft Advertising brand awareness and affinity both internally, and industry-wide.
- 3 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

Agency of the Year¹ / Technology Partner of the Year

Awarded to the Agency or Technology 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.



¹ not open for nominations