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| Bing Agency Awards  PR Guidance for Shortlisted Agencies | cid:image001.jpg@01D16979.AF97DE60 |
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| Dear shortlisted contenders for the Bing Agency Awards,  As you are fully aware, the inaugural celebration of the Bing Agency Awards 2018 takes place next week on September 20 at Cipriani, 25 Broadway, New York.  As well as taking the time to celebrate the advances of our industry and partner community, we will also be recognizing each of you with awards in no less than 10 categories.  **This is a great opportunity for some recognition in the media for your leadership role in the search advertising industry.**  The guidance below details the ways in which you can drive recognition of your involvement now and in the event that you win an award, also includes a suggestion for a press release/blog which you can adapt and issue as of our **embargo time of 11pm EST on September 20.**  The document includes:   * Winner press release template and guidance * Social Media guidance * Contact info   We are very excited to share the event with you and thank you for your commitment and partnership to Microsoft. |  |  |
| Guidance for Award Winners |  |  |
| Our suggestion for the winning agencies:  Issue a release, blog or media alert to announce the news. Below is a suggested template that can be used with your key media targets after **the embargo of 11pm EST on September 20.**  The template can be adapted/edited but we are hoping it provides a useful starting point for you to create your own news around your success and suggest you prepare this in advance so you are ready to send/publish once the winners are named.  (Social amplification of the announcement will also drive more attention to announcement.) |  |  |
| Winner Press Release/Blog Template |  |  |
| **[AGENCY NAME/INDIVIDUAL OF X AGENCY] Awarded [NAME OF AWARD]**  **at Bing Agency Awards 2018 #BingAgencyAwards**  [Yesterday/This] evening at the inaugural Bing Agency Awards, [AGENCY NAME] received the [NAME OF AWARD] in recognition of [INSERT DETAILS OF CAMPAIGN OR SPECIFIC CRITERIA MET TO ATTAIN AWARD].  **The Bing Agency Awards took place Cipriani, 25 Broadway, New York to celebrate the innovation, passion and recent work of the highly valued partners that play a significant role in driving the advertising industry. Bing Ads, whose Bing Network is the second largest search provider in the world and today powers nearly one third of all PC searches in the US, has recognized the emergence of a new and critical skillset within advertising agencies in deploying strategies to leverage the intelligence search offers marketers to succeed across the digital marketing mix.**  **[IF BLOG INSERT PHOTO OF AWARD ACCEPTANCE AND/OR VIDEO OF RELATED CAMPAIGN/INDIVIDUAL]**  **“[INSERT QUOTE ABOUT AGENCY/INDIVIDUAL WORK AND EXCITEMENT],” says [INSERT AGENCY SPOKESPERSON NAME AND TITLE] “Bing Ads has set a precedent in hosting this unique event for the advertising agency community and we are thrilled to have been honored with an award as well as to be continuing our fruitful collaboration with Bing.”**  “There’s never been a more exciting time in Search Advertising, as marketers from across the industry are not only becoming more deeply invested in search, but they’re continuing to push new limits on the quality of content and the depth of their engagement with Bing,” said Paul Longo, Head of Agency Development, North America, Microsoft Search Advertising. **“After a year of explosive growth, Bing Ads are delighted to show our appreciation and acknowledge the highly accomplished skills and passion from [INSERT AGENCY/INDIVIDUAL NAME] with the [NAME OF AWARD]. Celebrating with our partners at the Bing Agency Awards was a significant milestone in our ongoing partnership.” added Rob Wilk, Vice President and Head of North America Sales, Search Advertising, Microsoft.**  **For more details about please visit [INSERT AGENCY LINK OR PERSONAL PROFILE LINK]**  **For more details about the Bing Ads Awards and a complete list of winners please visit: [INSERT BING ADS BLOG POST LINK]**  NOTE: Microsoft does *not* provide a boilerplate for partner press releases. |  |  |
| Social Guidance |  |  |
| Between now and the award celebrations, please feel free to send out some tweets in anticipation from both your company handle as well as from your team’s individual handles.  We would ask that you use the following hashtags and handle in your tweets:  **#BingAgencyAwards #BingPartner @BingAds**  Suggested tweets in advance of the event:   * We are on the shortlist! #BingAgencyAwards, happing 9/20 at #CaprianiBroadway Watch this space! * Looking forward to the Bing Ads Agency Awards #BingAgencyAwards on 20th in #NYC – who will be the winners?! * Nearly time for the #BingAgencyAwards, looking forward to the celebrations! * Can’t wait to see @xxxx at the #BingAgencyAwards * Soon to meet @xxx at the #BingAgencyAwards #NYC Promises to be quite the agency celebration |  |  |
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