

# 2018 Bing Agency Awards Categories

## Agency

### Accreditation Champ of the Year \*\*

Based on the Bing Ads March Match Up contest.

### Apex Award \*

Awarded to the agency with the largest growth of its Bing Ads spend and product adoption since July 2017.

### Audience Excellence of the Year \*

Awarded to the agency that showed excellence in leveraging Bing Ads audience products in a smart and innovative way to increase usage of Microsoft Advertising Platforms.

### Diversity & Inclusion Champion of the Year \*

Awarded to the agency demonstrating the strongest commitment to diversity and inclusion, both in the day-to-day, as well as through specific activities and initiatives.

### Growth Hacker of the Year \*

Awarded to an agency who demonstrated innovative and growth hacking usage of Bing Ads tools, products, insights and solutions.

## Partner of the Year

Awarded to the agency that engages with Bing Ads in true partnership.

### Philanthropist of the Year

Awarded to the agency demonstrating the strongest commitment to charitable organizations, both in the day-to-day, as well as through specific activities and donations.

### Agency of the Year – US \*\*\*

### Agency of the Year – Canada \*\*\*

### Agency of the Year – LATAM \*\*\*

## Technology Partners

### Technology Partner of the Year

Awarded to a Technology Partner who partners that engages with agencies and Bing Ads in true partnership.

## Individual / Team

### 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.

### Bing Ads Trailblazer of the Year

Awarded to an individual who finds innovative and engaging ways to evangelize Bing Ads, and who drives Bing Ads brand awareness and affinity both internally, and industry-wide.

### 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 Bing Ads.

### Lifetime Achievement \*

Awarded to an individual with a lasting and significant impact on the Search Advertising industry, who demonstrates a strong personal passion, and contributes to pioneering industry practices.