

2019 Americas Agency Awards Categories

Partner Awards

Audience Excellence of the Year

Awarded to a partner that showed excellence in leveraging MSA audience products in a smart and innovative way to increase usage of Microsoft Advertising Platforms.

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.

Independent Agency of the Year (AGENCY ONLY)

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.

Rising Star of The Year*

Awarded to a rising partner, that has made the most accelerated focus in the past year with MSA. Judges will be looking for a shooting star with inspiring thinking and business solutions as well as the focus to deliver top results.

Growth Hacker of the Year*

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

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.

Agency of the Year – US

Agency of the Year – Canada

Agency of the Year – LATAM

Technology Partner of the Year

Channel Partner of the Year**

Awarded to the Agency/ Channel 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.

Individual Awards

MSA 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.

MSA 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.

MSA 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.

* Not open to Channel Partners

** We re-recognize our NA Channel Partner from the Global Partner Summit in May 2019.