



MICROSOFT ADVERTISING PARTNER AWARDS 2020

Award categories

We created our award categories to showcase the outstanding work of our agency, channel and technology partners. We have also created a new award category especially for this unprecedented year, the Community Response Award. This award offers recognition to partner organizations or someone within a partner organization that has provided innovative support or services to the industry or the community this year.

Global Awards	Category	NA	EMEA	APAC
	Company Awards			
G	Inclusive Culture & Marketing Award	x	x	X
	Independent Partner of the Year ¹	x	x	o
G	Rising Star of the Year ²	x	x	x
G	Client Partnership of the Year	x	x	x
	Team/Individual Awards			
	Account Team of the Year	x	x	x
	Community Response Award	x	x	x
	Trailblazer of the Year	X	X	x
	All Up Partner Awards			
G	Agency of the Year	3x	2x	1X
G	Channel Partner of the Year	x	x	1X
	Total # of Awards	11	10	9

Trailblazer of the Year

Awarded to an individual that, in an innovative and engaging way evangelizes Microsoft Advertising and drives Microsoft Advertising brand awareness and affinity internally, as well as in the industry.

Account Team of the Year

Awarded to an exemplary account team or group that partners, engages, and drives Microsoft Advertising revenue growth and feature adoption throughout the year.



Inclusive Culture & Marketing Award

Awarded to the partner who demonstrates the strongest commitment to inclusive practices both culturally within their company and in driving the messaging and importance of developing inclusive marketing campaigns with their clients.

Rising Star of the Year

Awarded to a **SELECT** partner that has demonstrated the most accelerated focus this past year with Microsoft Advertising in terms of revenue, feature adoption and partnership and is showing a strong future trajectory in these three areas.

Independent Partner of the Year

Awarded to an **ELITE** Independent Partner (inclusive of agency, channel partner and technology partner) that engages with Microsoft Advertising in true partnership to deliver success to their clients. This partner demonstrates a unified approach and advocates usage of Microsoft Advertising products and features.

Client Partnership of the Year

Awarded to a client and their respective partner who has shown excellence in their digital advertising campaigns. This new award takes into consideration revenue, feature adoption and overall collaboration in areas such as marketing, thought leadership and insights.

Community Response Award

This new award category offers recognition to partner organizations or someone within a partner organization that has provided innovative support or services to the industry or the community this year amidst the challenges of the COVID-19 pandemic

Agency of The Year

Awarded to the agency partner who has showed excellence in partnership with Microsoft Advertising across the board.

(Excellence in partnership is looked at through the lens of engagement, Search and Native revenue growth, feature adoption, joint business planning, marketing partnerships, and training activities. We look at impact across both the Microsoft Search and Audience Networks where applicable.)



Channel Partner of The Year

Awarded to the channel partner who has showed excellence in partnership with Microsoft Advertising across the board.

(Excellence in partnership is looked at through the lens of engagement, Search and Native revenue growth, feature adoption, joint business planning, marketing partnerships, and training activities. We look at impact across both the Microsoft Search and Audience Networks where applicable.)