



Microsoft Advertising Partner Awards

Together we are limitless

CATEGORY DESCRIPTIONS

The Microsoft Advertising Partner Awards will continue to acknowledge and celebrate our Elite and Select partners for the incredible work they've done in 2021 across several categories in the Americas, EMEA and APAC. This year's theme is **Together we are Limitless** to reflect the outstanding impact we have had together this past year. New this year, we are pleased to introduce the Social Impact Awards. This award sub-category will feature partners' inspiring solutions and celebrate changemakers who drive purpose and action. The Community Response Award winner and the Marketing with Purpose Award winner in each region will compete for our new Global Social Impact of the Year Award which will be announced at Elevate, our annual Global Partner Summit, in April 2022.

Company and Individual Awards

Trailblazer of the Year

Awarded to an individual who evangelizes Microsoft Advertising in an innovative and engaging way, and drives Microsoft Advertising brand awareness and affinity externally with their clients, as well as the industry.

This nomination may be submitted by a Partner to acknowledge the trailblazing work of a direct client, and will be awarded in partnership.

Rising Star of the Year

Awarded to a **SELECT** Partner (Agency, Channel, Supply and Technology) 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 (Agency, Channel, Supply and Technology) that demonstrates effective engagement and true partnership with Microsoft Advertising to deliver success to their clients. This award recognizes a partner that demonstrates a unified approach and advocates usage of Microsoft Advertising products and features, innovation, competitive differentiation, and customer value.

Client Partnership of the Year

Awarded to a client and their respective partner account team (Agency, Channel, Supply and Technology) or group who partners, engages, and drives Microsoft Advertising revenue growth, feature adoption and has showcased overall collaboration throughout the year.

Retail Team of the Year

This new award offers recognition to a partner team who works across the retail vertical. This new award takes into consideration revenue, feature adoption and overall partnership with Microsoft Advertising. A successful entry will demonstrate industry knowledge and expertise, as well as consistent, high-quality marketing solutions to retail & consumer goods customers.

Social Impact Awards

Introducing the Social Impact Awards. This award sub-category features partners' inspiring solutions and celebrates changemakers who drive purpose and action. The Community Response Award winner and the Marketing with Purpose Award winner in each region will compete for our Global Social Impact of the Year award which will be announced at Elevate in April.

Community Response Award

The Community Response Award recognizes a partner organization that has made a significant social impact this year by providing innovative and unique services or solutions to their customers, community or the environment. These changemakers enable purpose-driven actions that help either the industry, the community or drive sustainability.

Marketing with Purpose Award

The former Inclusive Culture & Marketing Award has been evolved this year to recognize the progress our industry has made in this space. This year, we celebrate partners who take their inclusive values outside their own company and bring others along on the journey. This award recognizes a partner who demonstrates the strongest commitment to marketing with purpose, building trust with their clients and creating shared meaning. A successful entry looks at three core pillars of responsibility, values, and inclusion.

Partner Awards

Agency¹/ Channel²/ Supply² Partner of The Year

Awarded to a partner (Agency, Channel, Supply and Technology) who has showed excellence in partnership with Microsoft Advertising across the board. Excellence in partnership is looked at through the lens of engagement, revenue growth and feature adoption in both Search and Native, scale of joint activities, case studies submitted, joint business and marketing plans, and training activities. Partners must submit a nomination in at least one other category to be eligible for this award.

¹ One winner each in the US, Canada, LATAM, UK, Continental Europe, and APAC

² One winner each in the Americas, EMEA and APAC

Across all applicable nominations we look at impact across Search and Native revenue growth and feature adoption.