



Microsoft Advertising. Intelligent connections.

Nomination Guidelines

Microsoft Advertising Partner Awards Forward together



Microsoft Advertising Partner Awards
Forward together

The Microsoft Advertising Partner Program focuses on our partnership with agencies and advertisers. Through 2020 you have been a valued, engaged, and trusted partner of Microsoft Advertising.

We will recognize, amplify, and continue to develop and enable our Elite and Select partners to grow their business's and give you a glimpse of what's ahead for our partnership in 2021.

Best of luck to everyone!

In this document you will find

1. Overview of the awards categories (Page 3-5)
Category descriptions (Page 6-7)
Important facts & dates to know (Page 8)
2. Tips on 'How to submit a successful nomination' (Page 9-10)
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Award Categories for the Americas

The awards honor companies and organisations behind some of the most impactful, innovative and performance-driven work from partners in the US, Canada, and Brazil. All descriptions can be found on pages 6 and 7.

1 Company Awards

Inclusive Culture & Marketing Award

Independent Partner of the Year¹

Rising Star of the Year²

Client Partnership of the Year

2 Team Awards

Account Team of the Year

Community Response Award

Trailblazer of the Year

3 Partner Awards

Agency of the Year US

Agency of the Year Canada

Agency of the Year LATAM

Channel Partner of the Year

¹ only open to Elite Partner

² only open to Select Partner

Award Categories for Europe

The awards honor companies and organisations behind some of the most impactful, innovative and performance-driven work from partners in Europe. All descriptions can be found on pages 6 and 7.

1 Company Awards

Inclusive Culture & Marketing Award

Independent Partner of the Year¹

Rising Star of the Year²

Client Partnership of the Year

2 Team Awards

Account Team of the Year

Community Response Award

Trailblazer of the Year

3 Partner Awards

Agency of the Year United Kingdom

Agency of the Year Continental Europe

Channel Partner of the Year

¹ only open to Elite Partner

² only open to Select Partner

Award Categories for Asia Pacific

The awards honor companies and organisations behind some of the most impactful, innovative and performance-driven work from partners in the Asia Pacific region. All descriptions can be found on pages 6 and 7.

1 Company Awards

Inclusive Culture & Marketing Award
Rising Star of the Year¹
Client Partnership of the Year

2 Team Awards

Account Team of the Year
Community Response Award
Trailblazer of the Year

3 Partner Awards

Agency of the Year APAC
Channel Partner of the Year APAC

¹ only open to Select Partners

The company award category descriptions will help you to write the perfect story.

1 Inclusive Culture and 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.

2 Independent Partner of the Year¹

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.

3 Rising Star of The Year²

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.

4 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.

*1 only open to Elite Partners
2 only open to Select Partners*

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The Team category descriptions

- 1 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.
- 2 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.
- 3 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.

The Partner Award categories

- 1 Agency of the Year¹**
Awarded to the agency partner who has showed excellence in partnership with Microsoft Advertising across the board.
- 2 Channel Partner of the Year²**
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. Dependency: One submission in one of the other categories is needed.)

¹ One winner each in USA, Canada, LATAM, Europe UK, Continental Europe, and Asia Pacific

² One winner each in the Americas, Europe and APAC

Important facts to know

Eligibility

Your company must be an enrolled Elite or Select partner for calendar year 2020.

Deadline

Completed nominations must be submitted in the tool by **November 25th, 2020**.

Announcement

The finalists for all categories will be announced in **January 2021** through the Microsoft Advertising Blog.

Post-Awards

If your nomination is successful, receiving one of the Partner Awards for your company will enable you with new business opportunities, generate positive press coverage and can drive greater market recognition. As a winner, your achievements will be amplified through Microsoft owned and run social channels, a trophy and digital badge.



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Summary about the 10 Tips on 'How to submit a successful nomination'



By following these 10 simple steps you will be giving yourself the best possible chance of getting noticed and winning an award. We wish you the best of luck!

- 1 **Start early** – Read the categories and descriptions, start writing your story today and give yourself a big head start to increase your chances.
- 2 **Draft your entry offline** - It's our recommendation to write the first version of your submission offline. Completing your official entry in the award submission tool should be the very last step.
- 3 **Collaboration is key** - Get together with your colleagues and the teams you worked with on your projects to pinpoint your achievements.
- 4 **Facts and figures** - Specific details help make your entry stand out. Make sure you back up your story with data, metrics and return on investment.
- 5 **Submit multiple entries** - We encourage you to submit multiple entries and nominate yourself for different categories and solutions.

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Summary about the 10 Tips on 'How to submit a successful nomination'

- 6 **Highlight the resources that have helped** – When you write your entry, it is advisable that you discuss your relationship and experience working with Microsoft Advertising teams.
- 7 **Linking results to objectives** - Showcasing your results is great, but they should be put in the context of what you were trying to achieve.
- 8 **Tell a great story** - Check that you are clear on the 'who', 'what' and 'why' of your story in order to keep the reader engaged and interested in reading. Make it bit more human.
- 9 **Check your spelling, grammar and wordcount** - Take your time when looking over your entry and do a simple spell check and grammar check.
- 10 **Make it professional** – Why not? Professional writers can help you polish your entry, ensure that it tells your story well and that it is a good read overall.



We will

publish a video tutorial with more tips soon for you – stay up to date by following our [Microsoft Advertising blog](#).

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5 steps to submit your nomination

Go to <https://nominate.microsoftadvertisingawards.com> and start your nomination!

- 1 Create your nomination account to start the process
- 2 Select your Region (Americas, EMEA, Asia Pacific), Awards Category, and enter your company name
- 3 Provide additional details like your partner type (Agency, Channel, or Technology partner), tier (Select or Elite), contact details, and country
- 4 Enter your Nomination title (we recommend "Partner Name – Campaign/Customer Name) and fill out the nomination questions for your selected category
- 5 Upload supporting documents if needed and submit your nomination

Register

First name

Last name

Email

Password

Confirm password

Log in

Email or mobile

Password

Remember me

[Forgot password](#)

or log in with

Take a look at our 2020 Global Award Winners

Global Rising Star of the Year
DEPT



Global Channel Partner of the Year
Sensis



Global Agency of the Year
Mindshare UK



Global Agency of the Year
Merkle UK



Hall of fame - What winners have to say...

		<p>Merkle Winner of the Global Inclusive Culture and Marketing Award</p>	<p>“Receiving both EMEA and Global Inclusive Culture and Marketing Awards was without doubt one of the biggest highlights of the year for Merkle. Microsoft Advertising has been an important ally on our D&I journey and these awards recognise the depth of that partnership and the efforts of our dedicated D&I council and committees. We look forward to collaborating with Microsoft Advertising in the future to ensure that diversity and inclusion sits at the heart of everything that we do.”</p>
		<p>Sensis (Yellow) Winner of APAC Channel Partner of the Year</p>	<p>“To be awarded and recognised as the best across the entire APAC region by a global organisation like Microsoft Advertising is a huge honour...When customers choose Yellow for their Search Engine Marketing needs, they can be assured that the people responsible for designing and managing their search campaigns are accredited by Microsoft Advertising, and have the Search knowledge and expertise to drive effective strategies, best practices and recommendations that can deliver exceptional performance and value to businesses”.</p> <p>- Deepa Singh, General Manager Operations and Partner Management</p>

Hall of fame - What winners have to say...




**Performics (Burcu Agma)
Winner of Executive
of the Year**

// *"I am thrilled to share the news that I just received the Executive of the Year 2019 award at Microsoft Advertising Agency Awards (Americas). I can't explain in words how honored and humbled I am by this amazing recognition"*
Burcu Agema, Vice President of Strategy, Planning and Insights, Performics




**Push Group (Charlie Carroll)
Winner of Trailblazer
of the Year EMEA**

// *"Microsoft hosted their European agency awards in Munich in December 2019 and we were delighted to receive 2 accolades. We were named as trailblazers of the year, which is one of the top awards as it recognises innovation and the ability for agencies to help customers implement new ways to stay ahead online.*
We were also runner up for best account team in Europe. As we have only been a partner for Microsoft for just over a year we were incredibly proud to win this and will shoot for top spot next year."

Awards Announcements

Save the date

Microsoft Advertising Partner Awards

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We will announce all Award Winners this year virtually in a glamorous experience.

Do not miss the special moment and join us in **February 2021** to celebrate the Award
Winners across Europe Agencies, Technology and Channel Partners.

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Thank you

Further questions?

Please reach out to your Microsoft Advertising representative or email us at msapartnerawards@microsoft.com.

