



# Microsoft Advertising Partner Awards

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# Microsoft Advertising Partner Awards Playbook



The Microsoft Advertising Partner Awards aim to acknowledge and celebrate individuals and companies in the Elite and Select tiers of the partner program for the great work they have done in 2021 across Advertising Agencies, Channel Partners, Supply Partners and Technology Partners in a number of different awards categories in the Americas, EMEA and APAC.

Best of luck to everyone!

## In this document you will find

1	Overview of the awards categories Category descriptions Important facts to know	(Page 4-6) (Page 7-8) (Page 9)
2	Tips on 'How to submit a successful nomination'	(Page 11-12)
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**Award categories**

# Award Categories for the Americas

The awards honor companies and organizations behind some of the most impactful, innovative and performance-driven work from partners in the Americas. All descriptions can be found on pages 7 & 8.

1

2

3

Company & Individual Awards	Social Impact Awards	Partner Awards
Client Partnership of the Year Independent Partner of the Year <sup>1</sup> Retail Team of the Year Rising Star of the Year <sup>2</sup> Trailblazer of the Year	Community Response Award Marketing with Purpose Award	Agency of the Year US Agency of the Year Canada Agency of the Year LATAM Channel Partner of the Year Supply Partner of the Year

<sup>1</sup>only open to Elite Partners  
<sup>2</sup>only open to Select Partners

# Award Categories for EMEA

The awards honor companies and organizations behind some of the most impactful, innovative and performance-driven work from partners in EMEA. All descriptions can be found on pages 7 & 8.

1

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Company & Individual Awards	Social Impact Awards	Partner Awards
<ul style="list-style-type: none"> <li>Client Partnership of the Year</li> <li>Independent Partner of the Year<sup>1</sup></li> <li>Retail Team of the Year</li> <li>Rising Star of the Year<sup>2</sup></li> <li>Trailblazer of the Year</li> </ul>	<ul style="list-style-type: none"> <li>Community Response Award</li> <li>Marketing with Purpose Award</li> </ul>	<ul style="list-style-type: none"> <li>Agency of the Year Continental Europe</li> <li>Agency of the Year United Kingdom</li> <li>Channel Partner of the Year</li> <li>Supply Partner of the Year</li> </ul>

<sup>1</sup>only open to Elite Partners  
<sup>2</sup>only open to Select Partners

# Award Categories for APAC

The awards honor companies and organizations behind some of the most impactful, innovative and performance-driven work from partners in APAC. All descriptions can be found on pages 7 & 8.

1

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3

Company & Individual Awards	Social Impact Awards	Partner Awards
Client Partnership of the Year Retail Team of the Year Rising Star of the Year <sup>1</sup> Trailblazer of the Year	Community Response Award Marketing with Purpose Award	Agency of the Year Channel Partner of the Year Supply Partner of the Year

<sup>1</sup>only open to Select Partners

# Company and Individual Awards

## 1 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.

## 2 Independent Partner of the Year<sup>1</sup>

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.

## 3 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.

## 4 Rising Star of The Year<sup>2</sup>

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.

## 5 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.*

<sup>1</sup>only open to Elite Partners

<sup>2</sup>only open to Select Partners

## Social Impact Awards

### 1 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.

### 2 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

### 1 Agency<sup>1</sup>/Channel<sup>2</sup>/Supply<sup>2</sup> 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.

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

<sup>1</sup> One winner each in the US, Canada, LATAM, UK, Continental Europe, and APAC

<sup>2</sup> One winner each in the Americas, EMEA and APAC

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## Important facts to know



### Eligibility

Your company must be an enrolled Elite or Select partner for calendar year 2021.



### Deadline

Completed nominations must be submitted in the tool by **October 20<sup>th</sup>, 2021**.



### Announcement

The finalists for all categories will be announced in **January 2022** through the Microsoft Advertising Blog.



### Finalists & Winners

If you are a finalist or winner we may reach out to you to request a time to interview you and members of your organization to be featured in the award ceremony. To be considered for a win, taking part in these video interviews are mandatory.



**Tips for a successful  
nomination**

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- 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.

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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

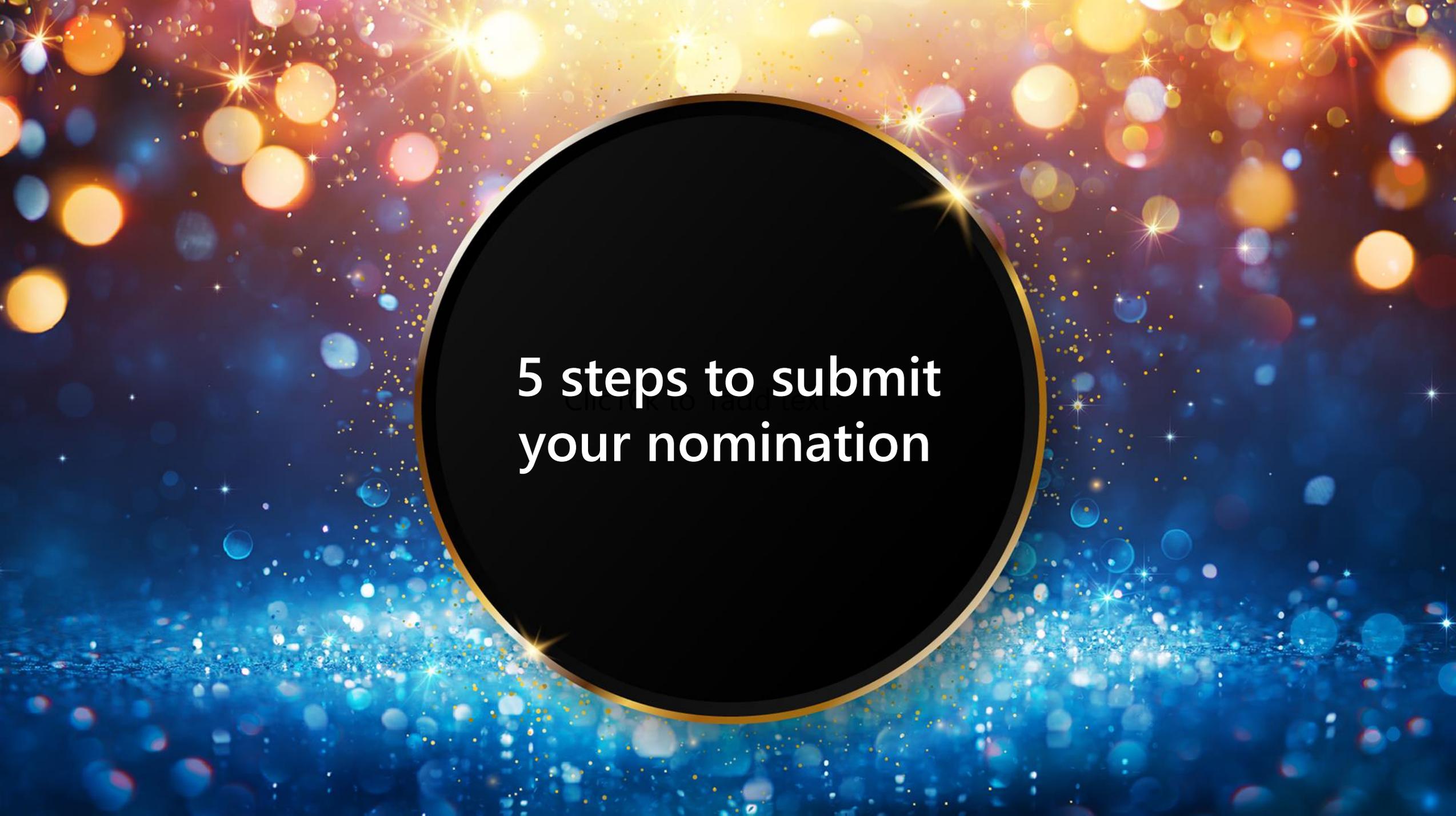
**Tell a great story** – Check that you are clear on the 'who', 'what' and 'why' of your story in order to keep the reader engaged and interested in reading. Make it bit more human.

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.

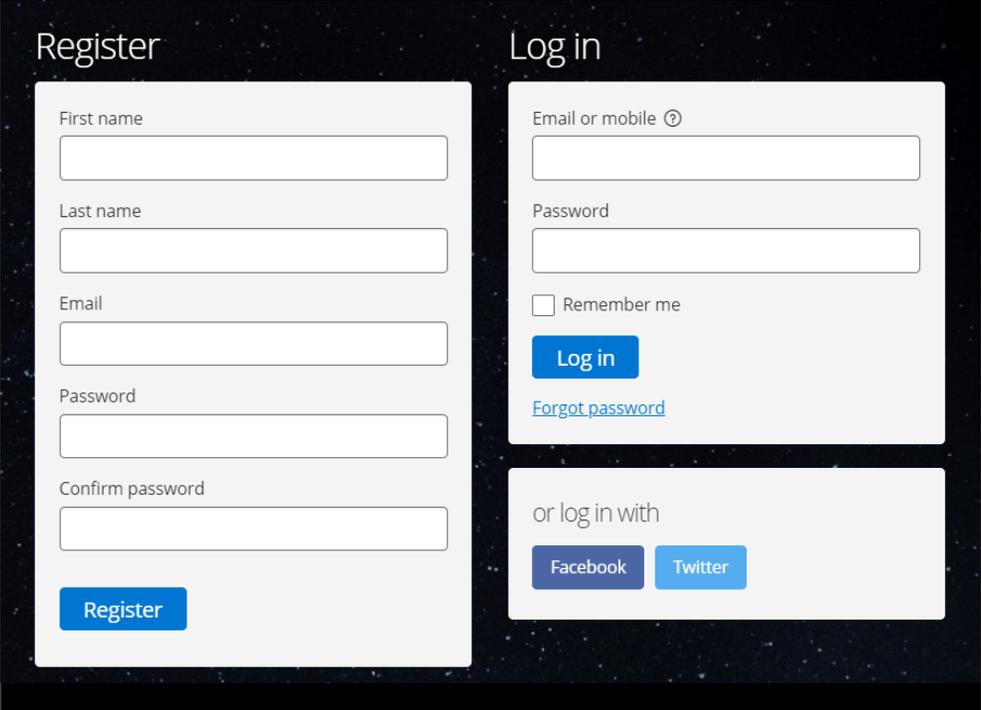


**5 steps to submit  
your nomination**

## 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, APAC), Awards Category, and enter your company name.
- 3 Provide additional details like your partner type (Agency, Channel, Supply 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.



The screenshot displays two forms on a dark background. The 'Register' form on the left includes fields for 'First name', 'Last name', 'Email', 'Password', and 'Confirm password', with a blue 'Register' button at the bottom. The 'Log in' form on the right includes fields for 'Email or mobile' and 'Password', a 'Remember me' checkbox, a blue 'Log in' button, and a 'Forgot password' link. Below the 'Log in' form is a section for 'or log in with' featuring 'Facebook' and 'Twitter' buttons.



**Hall of fame**

# Take a look at our 2021 Global Award Winners

[Global Agency Partner of the Year](#)  
[Mindshare](#)



[Global Channel Partner of the Year](#)  
[Smarter](#)



[Global Inclusive Culture & Marketing Award](#)  
[Dentsu International](#)



[Global Supply Partner of the Year](#)  
[DuckDuckGo](#)



## dentsu Americas

2020 Americas  
Inclusive Culture and  
Marketing Award

The Dentsu logo is displayed in a white, lowercase, sans-serif font against a dark grey background.

*This award represents the power of shared purpose. When the mission of a client aligns with the mission of an agency partner, it creates an alchemy that delivers performance and purpose. We are proud to champion an inclusive culture with Microsoft, and drive equal representation through creativity, media and technology."*

*–Christena Pyle, dentsu Americas, Chief Equity Officer*

## Kenshoo

2020 Americas and  
EMEA Community  
Response Award



*Kenshoo is thrilled for this recognition, and to win in both EMEA and the Americas is just incredible."*

*–Kenshoo*



Click **Resources**

# Microsoft Advertising Partner Awards

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## Partner Awards Website

This is the website for the Microsoft Advertising Partner Awards. Information, resources and the link to the nomination site can be found here.

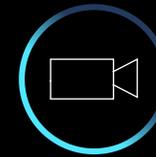
[www.microsoftadvertisingawards.com](http://www.microsoftadvertisingawards.com)



## Alias

Reach out to this alias with any questions that arise.

[msapartnerawards@microsoft.com](mailto:msapartnerawards@microsoft.com)

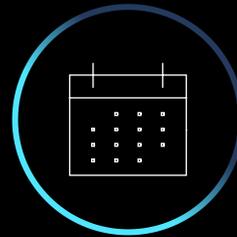


## Video

You can view this video for tips on how to create a successful nomination for the partner awards. This video will be posted to the Microsoft Advertising Blog.

<https://about.ads.microsoft.com/en-us/blog>

# Awards Announcement



## Save the date

Award Winners will be announced at a regional virtual celebration. Do not miss this special moment and join us in **February 2022** to celebrate our Award Winners across Agencies, Channel, Supply and Technology Partners.

More details to follow.



# Thank You

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Further questions?

Please reach out to your Microsoft Advertising representative or email us at [msapartnerawards@microsoft.com](mailto:msapartnerawards@microsoft.com).