



Microsoft Advertising Partner Awards

Celebrating excellence

Microsoft Advertising Partner Awards Playbook



The Microsoft Advertising Partner Awards aim to acknowledge and celebrate companies and teams in the Elite and Select tiers of the partner program for the great work they have done in 2022 across Advertising Agency Partners, 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) |
| 3 | Steps to submit your nomination | (Page 14) |
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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 & Team Awards | Social Impact Awards | Partner Awards |
|---|---|---|
| <p>Audience Excellence Award</p> <p>Client Partnership of the Year</p> <p>Independent Partner of the Year¹</p> <p>Retail Team of the Year</p> <p>Rising Star of the Year²</p> | <p>Community Response Award</p> <p>Marketing with Purpose Award</p> | <p>Agency of the Year United States</p> <p>Agency of the Year Canada</p> <p>Agency of the Year LATAM</p> <p>Channel Partner of the Year</p> <p>Supply Partner of the Year</p> |

¹only open to Elite Partners
²only 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

2

3

| Company & Team Awards | Social Impact Awards | Partner Awards |
|---|---|--|
| <p>Audience Excellence Award</p> <p>Client Partnership of the Year</p> <p>Independent Partner of the Year¹</p> <p>Retail Team of the Year</p> <p>Rising Star of the Year²</p> | <p>Community Response Award</p> <p>Marketing with Purpose Award</p> | <p>Agency of the Year Continental Europe</p> <p>Agency of the Year United Kingdom</p> <p>Channel Partner of the Year</p> <p>Supply Partner of the Year</p> |

¹only open to Elite Partners
²only 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

2

3

| Company & Team Awards | Social Impact Awards | Partner Awards |
|---|---|--|
| <p>Audience Excellence Award</p> <p>Client Partnership of the Year</p> <p>Independent Partner of the Year¹</p> <p>Retail Team of the Year</p> <p>Rising Star of the Year²</p> | <p>Community Response Award</p> <p>Marketing with Purpose Award</p> | <p>Agency of the Year</p> <p>Channel Partner of the Year</p> <p>Supply Partner of the Year</p> |

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

Company and Team Awards

1

Audience Excellence Award

Awarded to a team that exhibits excellence in their audience campaigns through strategy, optimization, and performance. We will specifically be looking at growth and adoption of products and features across the Microsoft Audience Network, as well as collaboration with Microsoft Advertising account teams to drive a successful strategy.

2

Client Partnership of the Year

Awarded to a partner (Agency, Channel, Supply or Technology) and their client (direct advertiser) who have exemplified the power of collaboration and working toward a shared goal with Microsoft Advertising. The client, partner and Microsoft Advertising will have come together to drive innovation, revenue growth and feature adoption across Microsoft Search and Audience Network.

3

Independent Partner of The Year¹

Awarded to an **ELITE** Independent Partner (Agency, Channel, Supply and Technology) that demonstrates effective engagement and true partnership with Microsoft across Search and Audience Network 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.

4

Retail Team of The Year

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

5

Rising Star of the Year²

Awarded to a **SELECT** Partner (Agency, Channel, Supply and Technology) that has demonstrated the most accelerated focus this past year with Microsoft Advertising across Search and Audience Network in terms of revenue, feature adoption and partnership and is showing a strong future trajectory in these three areas.

¹only open to Elite Partners

²only 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 Marketing with Purpose Award celebrates 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 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 and collaboration, revenue growth and feature adoption in both Search and Audience Network, scale of joint activities and joint business planning. 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 **Audience Network** revenue growth and feature adoption.

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

² One winner each in the Americas, EMEA and APAC

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Important facts to know



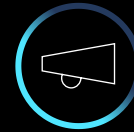
Eligibility

Your company must be an enrolled Elite or Select partner for calendar year 2022.



Deadline

Completed nominations must be submitted in the tool by **December 16th, 2022**.



Announcement

The finalists for all categories will be announced in **early 2023** through the Microsoft Advertising Blog.



Winners

The winners for all categories will be announced in **March 2023**.

The background is a vibrant, abstract composition of glowing, curved, metallic-looking shapes in shades of blue, purple, and pink. These shapes are scattered across the frame, some appearing sharp and others blurred, creating a sense of depth and movement. Fine, shimmering particles are suspended in the air, adding to the ethereal and celebratory atmosphere of the image.

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.

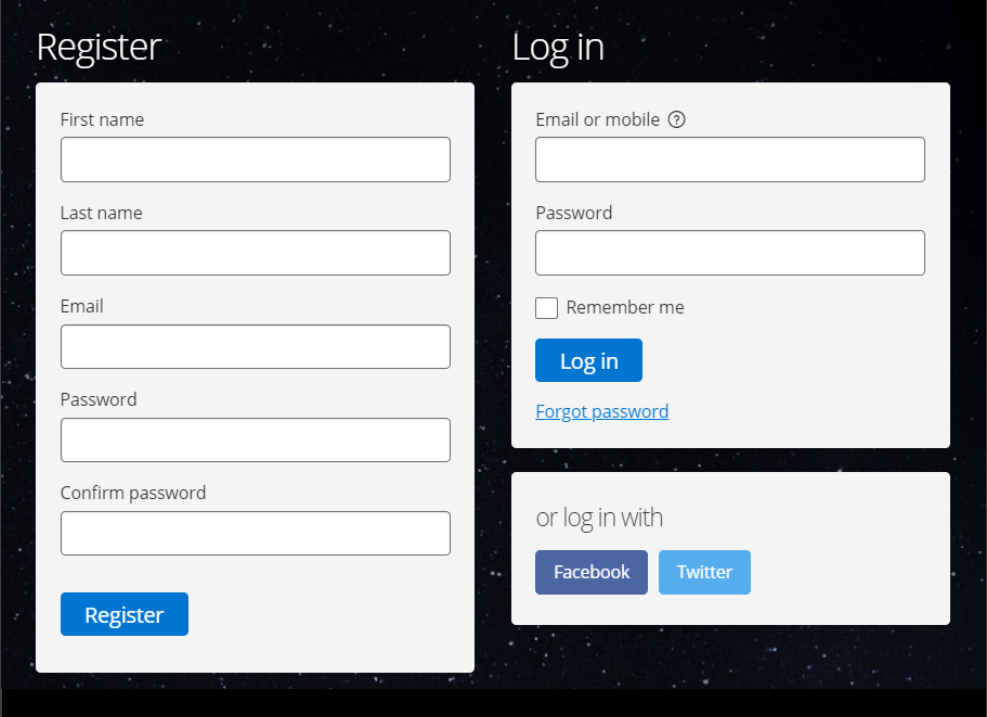
The background is a vibrant, abstract composition of glowing, curved, metallic-looking shapes in shades of blue, purple, and pink. These shapes are scattered across the frame, some appearing as thin, curved strips and others as more complex, multi-faceted forms. The overall effect is one of dynamic movement and energy, with a dark, almost black background that makes the bright colors stand out. There are also small, glowing particles or dust specks scattered throughout the scene, adding to the sense of depth and motion.

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 2022 Global Award Winners

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



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



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



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



Diginius

2021 EMEA
Channel Partner
of the Year



I'm delighted to have been awarded this title. I want to take a moment to thank my team for their continued hard work and dedication, and to our clients for allowing us to work on their accounts and deliver the results we do."

–Nate Burke, Founder & CEO of Diginius

Resolution Digital

2021 APAC
Client Partnership
Award



Resolution Digital, both our HSBC Team and the Agency as a whole, have achieved such a remarkable result at this year's Microsoft Advertising Partner Awards. These achievements are recognition of the expertise and perseverance our teams have applied to deliver outstanding client success and growth – Thank you."

–Des Odell, CEO of Resolution Digital

Resources



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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.

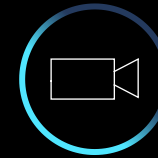
www.MicrosoftAdvertisingAwards.com



Alias

Reach out to this alias with any questions that arise.

msapartnerawards@microsoft.com

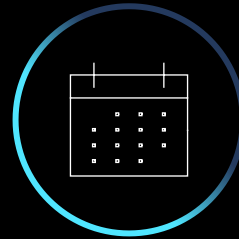


Video

Need some inspiration or curious about last year's awards? Check out the winners from the 2021 Microsoft Advertising Partner Awards for the Americas, EMEA, and APAC regions.

[2021 Microsoft Advertising Partner Award winners](#)

Awards Announcement



Save the date

Award finalists will be announced on the Microsoft Advertising blog in **early 2023**.
Award winners will be announced in **March 2023**.

More details to follow.



Thank You

Further questions?

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