

Microsoft Advertising Partner Awards

Transforming growth together

Microsoft Advertising Partner Awards Playbook

The awards honor companies and organizations behind some of the most impactful, innovative and performance-driven work from Select and Elite tier partners in the Americas, EMEA and APAC. To reflect this last year of change and innovation, our theme for the awards is **transforming growth together**.

Best of luck to everyone!

In this document you will find

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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

Company & Team Awards

- Audience Excellence Award
- Client Partnership of the Year
- Independent Partner of the Year¹
- Performance Partner of the Year
- Retail Team of the Year
- Rising Star of the Year²

2

Social Impact Award

- Marketing with Purpose Award

3

Partner Awards

- Agency of the Year United States
- Agency of the Year Canada
- Agency of the Year LATAM
- Channel Partner of the Year
- Supply Partner of the Year

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

Company & Team Awards

Audience Excellence Award
Client Partnership of the Year
Independent Partner of the Year¹
Performance Partner of the Year
Retail Team of the Year
Rising Star of the Year²

2

Social Impact Award

Marketing with Purpose Award

3

Partner Awards

Agency of the Year Continental Europe
Agency of the Year United Kingdom
Channel Partner of the Year
Supply Partner of the Year

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

Company & Team Awards

Audience Excellence Award
Client Partnership of the Year
Independent Partner of the Year¹
Performance Partner of the Year
Retail Team of the Year
Rising Star of the Year²

2

Social Impact Award

Marketing with Purpose Award

3

Partner Awards

Agency of the Year
Channel Partner of the Year
Supply Partner of the Year

Company and Team Awards

- 1 Audience Excellence Award**

Awarded to a team that exhibits excellence across Audience Ads (can be inclusive of connected TV, online video, display and native) through strategy, optimization, and performance. We will specifically be looking at growth and adoption of features in audience campaigns 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 the Microsoft Advertising 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 the Microsoft Advertising 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 Performance Partner of The Year**

This award recognizes a team (Agency, Channel, Supply and Technology) that demonstrates excellence in driving performance and business growth through optimization strategies including increased feature adoption for campaigns across the Microsoft Advertising Network.
- 5 Retail Team of The Year**

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

This important award sub-category features partners' inspiring solutions and celebrates changemakers who drive purpose and action. This year we have brought together our Community Response and Marketing with Purpose Award into a single category.

1

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 and Supply) 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 across the Microsoft Advertising 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 the impact across the **Microsoft Advertising Platform**, which includes **Search** and **Audience Ads**.

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 2023.



Deadline

Completed nominations must be submitted in the tool by **November 10th, 2023**.



Regional winners announced

The regional winners for all categories will be announced in **January 2024** through the Microsoft Advertising blog.



Global winners

The global award winners for all categories will be announced in **March 2024**.

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 a 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

- 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.

Go to

<https://nominate.microsoftadvertisingawards.com>

and start your nomination!

The screenshot displays two side-by-side forms on a dark background. The 'Register' form on the left includes input 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 an 'Email or mobile' field with a help icon, a 'Password' field, a 'Remember me' checkbox, a blue 'Log in' button, and a 'Forgot password' link. Below the 'Log in' form are two buttons for 'Facebook' and 'Twitter' under the heading 'or log in with'.

Hall of fame

Last year's winners

Microsoft Advertising Partner Awards 2022: Americas winners

March 21, 2023

3-minute read

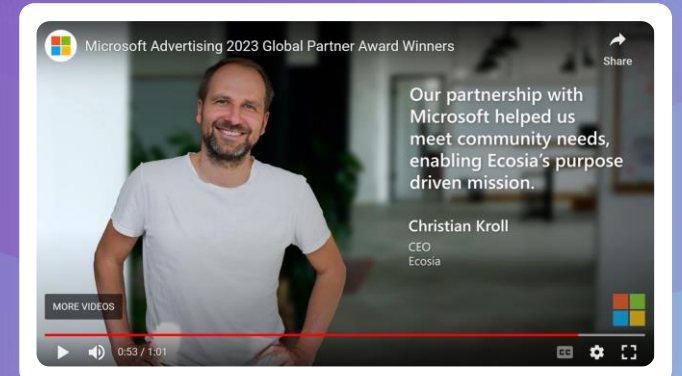
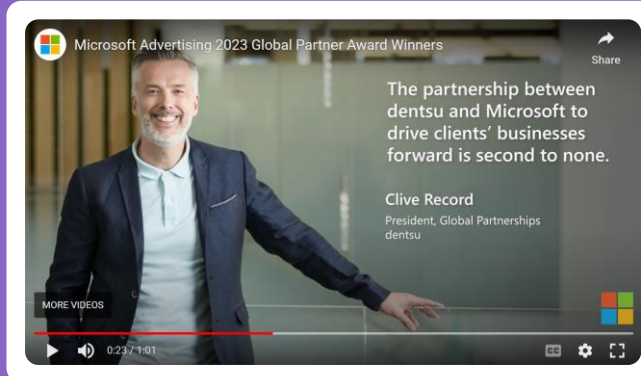
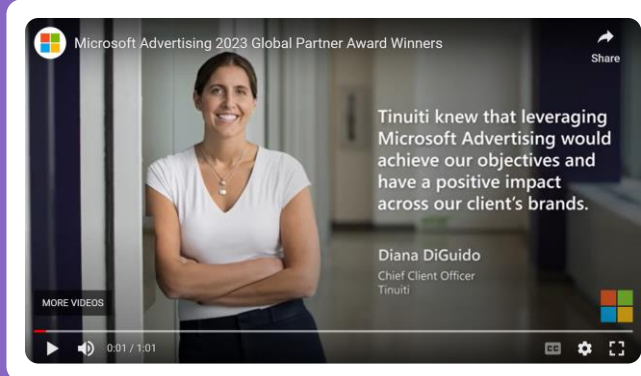


[Katherine Ellis](#)

[Product news](#)



- **2022 Regional Partner Award winners** [Americas](#) [EMEA](#) [APAC](#)
- **2023 Global Partner Award winners** [blog](#) and [LinkedIn](#) announcement



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 email alias with any questions that arise.

msapartnerawards@microsoft.com



Inspiration

Need some inspiration or curious about last year's awards? Check out the winners from last year's Microsoft Advertising Partner Awards.

- **2022 Regional Partner Award winners** [Americas](#) [EMEA](#) [APAC](#)
- **2023 Global Partner Award winners** [blog](#) and [LinkedIn](#) announcement

Awards announcement



SAVE THE DATE

Regional partner award winners will be announced on the Microsoft Advertising blog in **January 2024**.

Global award winners will be announced in **March 2024**.

More details to follow.



Thank you

Further questions?

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