

IPA Media Owner and Ad:tech Awards 2017 Submission Categories

1. Best Unfeatured Company 2017	Open to any UK based online media owner, inventory supplier, or ad:tech business who is not featured in the IPA Surveys for 2017. To check whether your company is featured, view the Surveys here .
Requirements	2000-word written submission outlining how your company stands out against key IPA Survey questions – where possible you should benchmark your performance against others in the market. <ul style="list-style-type: none"> ▪ Describe how your company demonstrates its strength across its sales functions, and throughout its technical/operational systems ▪ A summary of the above must also be included (max 100 words)
Materials	<ul style="list-style-type: none"> ▪ A 2-minute case study film (optional)
Fees	Earlybird entry deadline, 9 th June 2017: £210+VAT Final entry deadline, 30 th June 2017: £260+VAT

2. Best Online Campaign 2017	This award recognises the most creative, innovative and/or effective online campaign ideas from media owners.
Requirements	1000-word written submission outlining: <ul style="list-style-type: none"> ▪ Campaign objectives ▪ Campaign activity ▪ What made this campaign activity innovative and/or creative ▪ A copy of the brief (if available) as an Appendix ▪ 100-word summary
Materials	<ul style="list-style-type: none"> ▪ A 2-minute case study film (optional) ▪ High resolution images of the campaign
Fees	Earlybird entry deadline, 9 th June 2017: £210+VAT Final entry deadline, 30 th June 2017: £260+VAT

3. Best Technology 2017	This award recognises the most innovative and/or effective online advertising technology from media owners, inventory suppliers, or ad:tech organisations. This innovation must have been launched during 2016, although the technology platform could have been launched earlier.
Requirements	1000-word written submission outlining: <ul style="list-style-type: none"> ▪ What made the technology innovative and/or effective ▪ How the technology has been used and by whom ▪ 100-word summary
Materials	<ul style="list-style-type: none"> ▪ A 2-minute case study film (optional) ▪ High resolution images of the campaign
Fees	Earlybird entry deadline, 9 th June 2017: £210+VAT Final entry deadline, 30 th June 2017: £260+VAT

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People Awards

Nominations can be accepted from the individual themselves or their employer, who should outline why they feel this candidate should win the award.

4. Unsung Hero of the Year 2017	This award is open to professionals who are employed within technical support teams, operational or other ancillary roles within online media owner companies, inventory suppliers, or ad:tech organisations.
Requirements	1000-word written submission outlining: <ul style="list-style-type: none"> • Career history • Key achievements 2016/2017 • Difference made to the company • Difference made to client/agency relationships • Agency testimonials are encouraged as part of this entry • 100-word summary
Materials	<ul style="list-style-type: none"> • A high resolution jpg photo
Fees	Earlybird entry deadline, 9th June 2017: £210+VAT Final entry deadline, 30th June 2017: £260+VAT

5. Sales Newcomer of the Year 2017	This award is open to professionals who have been employed in a sales function within online media owner companies, inventory suppliers, or ad:tech organisations within the online media owner industry for less than 18 months.
Requirements	1000-word written submission outlining: <ul style="list-style-type: none"> • Career history • Key achievements 2016/2017 • Leadership qualities and how this engenders best practice in dealing with media agencies • Difference made to the company • Difference made to client/agency relationships • Agency testimonials are encouraged as part of this entry • 100-word summary
Materials	<ul style="list-style-type: none"> • A high resolution jpg photo
Fees	Earlybird entry deadline, 9th June 2017: £210+VAT Final entry deadline, 30th June 2017: £260+VAT

6. Rising Star of the Year 2017	This award is open to individuals employed at least 18 months (as of the date of submission) within the within online media owner, inventory suppliers, or ad:tech organisations, who have not yet reached the level of Commercial Director.
Requirements	The entrant must show how they have aided in the growth of the business or contributed to the industry in the past year <p style="margin-left: 20px;">1000-word written submission outlining:</p> <ul style="list-style-type: none"> • Career history

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	<ul style="list-style-type: none"> • Key achievements 2016/2017 • Leadership qualities and how this engenders best practice in dealing with media agencies • Difference made to the company • Difference made to client/agency relationships • Agency testimonials are encouraged as part of this entry • 100-word summary
Materials	<ul style="list-style-type: none"> • A high resolution jpg photo
Fees	Earlybird entry deadline, 9th June 2017: £210+VAT Final entry deadline, 30th June 2017: £260+VAT

7. Commercial Director of the Year 2017	This award is open to commercial directors or senior sales leaders who are employed within online media owner, inventory suppliers, or ad:tech organisations.
Requirements	1000-word written submission outlining: <ul style="list-style-type: none"> • Career history • Key achievements 2016/2017 • Leadership qualities and how this engenders best practice in dealing with media agencies • Difference made to the company • Difference made to client/agency relationships • Agency testimonials are encouraged as part of this entry • 100-word summary
Materials	<ul style="list-style-type: none"> • A high resolution jpg photo
Fees	Earlybird entry deadline, 9 th June 2017: £210+VAT Final entry deadline, 30 th June 2017: £260+VAT