

29 April 2014 | Grosvenor House, Park Lane, London



PERFORMANCE MARKETING AWARDS



2014 AWARD CATEGORIES

Entries open 20.11.13

INNOVATION CATEGORIES

1. PUBLISHER INNOVATION

Judges are looking for publishers who have successfully implemented new technology, adopted multiple channels or out-of-the-box innovative thinking, to establish value add for their members or advertisers and increase revenue, engagement or ROI from their performance marketing activity.

2. ADVERTISER INNOVATION

Open to advertisers that have developed something innovative within their performance marketing activity during the judging period. This innovation could be technology-based, could utilise additional channels such as mobile, social media or display for example; or simply approach things differently within their space. This innovation will have ultimately improved one or more of the following: revenue opportunities, engagement, communication, relationships or visibility.

3. NETWORK INNOVATION

Judges will be keeping an eye out for a single network innovation that has helped their clients on the road to a surge in ROI from their performance marketing activity. Strictly speaking, there could be the introduction of new technology, out-of-the-box, lateral thinking or a creative solution that enhances or improves the way you've done business.

4. THIRD PARTY PERFORMANCE MARKETING INNOVATION

Returning for 2014, Judges will be looking for a third party innovation that has enabled its clients to do more with their performance marketing activity.

Whether a single product innovation or a multi-use solution, top marks will be awarded to the innovation that stands out from the others and showcases increased revenue and improved performance from harnessing this third party solution.

CHANNEL CATEGORIES

5. BEST USE OF DATA

Advertisers, agencies, networks, publishers or a collaboration of multiple demographics will really need to go out of their way to prove their accomplishments with data which are unlike anything the industry's seen. Smart use of data could have aided decision making, increased activity, engagement, incremental sales or ultimately ROI across the performance marketing spectrum.

6. BEST USE OF SOCIAL MEDIA

Returning for 2014, utilising social media to build a successful performance marketing campaign will be the subject of top marks for this award. Examples could be a combined social brand or product push or a competition that drove increased revenues for an advertiser.

7. BEST MOBILE MARKETING CAMPAIGN

Judges will be looking for a comprehensive mobile strategy that embraces the principles behind performance based marketing. Examples could be an application or mobile web proposition that embraces performance or an innovative campaign / consumer proposition by a publisher or advertiser that has enabled customer engagement and sales for the channel.

8. BEST EMAIL MARKETING CAMPAIGN

Judges will be looking for successful, scalable use of email marketing to generate leads and returns on a performance basis. This award can be entered by publishers or as a joint entry from an advertiser, agency, network or technology solution.

9. BEST LEAD GENERATION CAMPAIGN

We're seeking a specific lead-based campaign that has firmly met client objectives by providing quality leads and sales through a smart, cost effective and ethical strategy. Successful entrants will be able to quantify the relative value of the leads to the client, keeping them in line with original client objectives.

10. BEST USE OF DISPLAY

New for 2014, judges will be looking for the best display of creative messaging, relevant delivery and use of inventory to increase performance of display campaigns. Open to all demographics who have worked in silo or as a joint campaign between technology and publisher / advertiser, judges will be marking on ROI and a polished use of display marketing.

11. BEST SEARCH CAMPAIGN

Proficient and successful management of a performance-based Search strategy that can include natural, mobile or paid search campaigns are likely to pique a judge's interest. Successful entrants must demonstrate innovative use of search and ROI, alongside alignment to brand values and goals across a well thought-out and delivered search campaign.

12. BEST BRAND ENGAGEMENT CAMPAIGN

Publishers provide an enviable platform for brands to reach millions of eyeballs quickly via multiple channels and devices – either through a traditional media buy, a pure performance based campaign or often a hybrid between the two. Judges will be looking for a performance based or hybrid campaign, which has enabled a brand to communicate or engage with consumers via one or more internal sources (such as web & email) or external (such as Facebook, print, video & twitter) that has met client objectives and driven engagement. This award can be entered by Advertisers, Agencies and Publishers.

AGENCY CATEGORIES

13. BEST AGENCY

Only pro-active agencies that offer competent and successful performance-based programme management need apply. Judges will be casting a critical eye on aspects like effective communication, transparency, promotion and incentive strategy, internal channel management, performance marketing advocacy and development and, not forgetting, meeting all important client objectives. As this category can be complex, **a dedicated entry form must be completed** to align all entry criteria.

14. BEST AGENCY-LED PERFORMANCE MARKETING CAMPAIGN

Judges will be looking for a performance marketing campaign that was agency-led and devised, created and delivered either completely internally or through a collaboration of parties. Smart collaboration, joined-up thinking, brand exposure, metrics and data will likely have been utilised to spearhead a successful performance marketing campaign for one of their clients.

VERTICAL CATEGORIES

15. THE FINANCE AWARD

Open to all demographics, judges will be looking for a finance campaign that has delivered above the odds as either a single entity or joint collaboration with partners that showcases transparency, relationship management, communication strategy, innovative thinking, publisher management and evidence of added value, alongside success and ROI.

16. THE RETAIL AWARD

Open to all demographics, judges will be looking for a retail campaign that has delivered above the odds as either a single entity or joint collaboration with partners that showcases transparency, relationship management, communication strategy, innovative thinking, publisher management and evidence of added value, alongside success and ROI.

17. THE TRAVEL & LEISURE AWARD

Open to all demographics, judges will be looking for a travel & leisure campaign that has delivered above the odds as either a single entity or joint collaboration with partners that showcases transparency, relationship management, communication strategy, innovative thinking, publisher management and evidence of added value, alongside success and ROI.

18. THE TECHNOLOGY & TELECOMS AWARD

Open to all demographics, judges will be looking for a technology & telecoms campaign that has delivered above the odds as either a single entity or joint collaboration with partners that showcases transparency, relationship management, communication strategy, innovative thinking, publisher management and evidence of added value, alongside success and ROI.

INDUSTRY CATEGORIES

19. BEST NEW ENTRANT

An award aimed at anyone who has entered (or re-entered) the performance marketing sector within the last 12 months. Open to both individuals and companies who have hit the ground running and made an immediate impact with their activity, platform or business proposition.

20. BEST USE OF PERFORMANCE MARKETING AS PART OF A MULTI-CHANNEL CAMPAIGN

Performance marketing's integration within the wider digital marketing mix continues to rise and therefore the careful and smart implementation of performance marketing elements are essential.

Judges will be looking for competent integration of performance marketing by a publisher, network, agency or advertiser, enabling them to successfully manage expectations whilst adding incremental or innovative sales value.

21. BEST MANAGED AFFILIATE PROGRAMME

Understanding the complexity of the affiliate channel is paramount to a profitable affiliate programme. Judges will be looking for competent and holistic programme management of an individual programme by an agency, in-house affiliate manager or affiliate network.

22. GLOBAL EXCELLENCE IN PERFORMANCE MARKETING

Open to any company that has operated or expanded its performance marketing activity into more than one worldwide territory. Judges will be looking for smart execution, expansion and overall success from their international activity as a publisher, advertiser, network, agency or technology solution.

23. HOTSHOT RISING STAR AWARD

One extraordinary individual will be presented with our Rising Star Award. This category is **free to enter** and we are keen to hear about the diverse and zealous individuals within performance marketing, who look set to take the industry by storm. We want your nominations for employees who are aged 30 or under, joined a performance marketing-driven company during 2013, and look set to go on to great things. After submissions close on January 31, all nominees will then be unveiled on PerformanceIN. From this list, people can then vote for who they think should win. Nominees with the most public votes will make the final shortlist.

This nomination automatically doubles up as a nomination for the PerformanceIN 'The Ones to Watch' in performance marketing. **There is a dedicated entry process.**

24. GRAND PRIX AWARD

Will you be best of the best? Returning for 2014, the Grand Prix award will be selected by judges after healthy debate and deliberation. The Grand Prix winner will, in the judge's opinion be the star entry that encompasses the very best of performance marketing over the year.

25. INDUSTRY'S CHOICE OF PARTNER

New for 2014, the industry's choice of partner is the revamped industry award that allows all demographics to nominate and be nominated as the leading partner within performance marketing who is integral to your campaigns.

Will you nominate based on revenue, support, flexibility, transparency, education, relationships or a combination of these and more?

Details of the nomination and judging process will be revealed soon.

JUDGING PERIOD

All activity must relate to the period: 1st January 2013 – 24 January 2014.

ENTRIES

ENTRIES OPEN	20 November 2013
ENTRIES CLOSE	24 January 2014
LATE ENTRY DEADLINE*	Midnight 31 January 2014
SHORTLIST ANNOUNCED	17 March 2014
THE AWARDS	29 April 2014

ENTRY FEE

1 - 2 ENTRIES	£195 each
3 - 4 ENTRIES	£175 each
5 + ENTRIES	£115 each

**No group discount & late entry fee of £50 applies for entries submitted between 25 - 31 January 2014.*

CONTACT US

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