Research Awards 2018
Entry notes

The IAB Europe Research Awards recognise and showcase great European digital research projects and the contribution they have made to the development of the digital advertising industry.

Winning projects will become part of the IAB Europe expanding libraries of proof points, including the Programmatic, Multi-Device and Connected World and Ad Effectiveness libraries, for industry professionals to use in their strategies and daily work.

Enter the IAB Europe Research Awards 2018 until **January 31st** to receive a 30% discount off the Interact 2018 Super Early Bird ticket price. Pay €332.50 (excl. VAT) instead of €475 (excl. VAT).

Why enter?
- Get your work recognised at a pan-European level
- Get your work in front of industry leaders
- Develop business opportunities
- Benchmark your work against competitors
- Inspire the community
- Challenge and reward your team

1. **Who can enter?**
   We welcome projects that have been conducted on any budget, large or small, produced by any player in the digital ecosystem, be it national IABs, media owners, publishers, media agencies or research agencies. The project can feature a single European country, or be pan-European or global (as long as at least one of the markets covered is European). The fieldwork must have been undertaken within the last two years (*since November 2015*).

2. **What are the entry fees?**
   €200 (excl. VAT) for entering a project in one category; €150 (excl. VAT) for entering the same project in additional categories

3. **Entry timelines and other practical information**
   Entries open: Tuesday 28th November 2017 09.00 CET
   Entries deadline: Wednesday Friday 16th February 2017 18.00 CET
   Entries can be submitted online here

4. **Judging criteria**

The jury will be looking out for projects with clear, straightforward results that can easily be translated into messages and action tips for the digital industry and advertisers. The jury will judge the entries against each of the following six criteria:

1. Robust methodology
2. Clear results
3. Efficiency and impact – how the results have been cost effective, returned the investment in the research and influenced marketing and business practice
4. Innovative subject matter – exploring new topics
5. Significance – how the results have an effect on the digital advertising business
6. Full explanation – no supposition should be needed from the judges

Each criteria is weighted equally and will be scored out of 5.

5. Judging process

1. Judges give a score against each criteria for each entry.
2. These are then combined to create an overall score for each entry.
3. All judges' scores are totalled and the highest scoring entries will determine the shortlist.
4. Judges meet to discuss the highest scoring entries and then agree on a Gold, Silver and Bronze award for each category.

The judging will take place throughout March 2018l. If the judges require further information on some of the shortlisted projects, those requests will be sent out during March.

The 2018 winners will be presented on the evening of 23 May at the Gala Dinner of the IAB Europe Interact conference in Milan.

6. Entry requirements

For full entry requirements please see the entry form online here.

Entrants are required to describe how the entry fulfils the criteria (outlined above) and can also upload supporting assets, e.g. PDF files.

7. Categories

- **Brand Advertising Effectiveness** - projects that demonstrate the contribution of digital advertising to brand key performance indicators (KPIs) such as awareness, purchase intent or perception

- **Consumer Attitudes and Behaviour** – projects that shed light on consumer media consumption, their views on digital media and what this means for the advertiser

- **Consumer Devices** - projects that include results on the consumer use of or campaign effectiveness using one or more specific device (i.e. PC, tablet, mobile, TV) (*please note research projects that would have been entered into the mobile category will now fall into this category*).

- **Digital Advertising Formats** – projects that include results on the consumer receptivity to or campaign effectiveness of specific digital advertising formats (i.e. video, display, social

etc.) (*please note research projects that would have been entered into the former social media and video categories will now fall into this category*).

- **Advertising Solutions** – projects that include campaign effectiveness results on the use of a specific solution, e.g. programmatic advertising, native advertising or multi-screen advertising

- **Research and Data Innovation** – projects that encompass new and ground-breaking approaches to research methodology, data science or analysis

- **Audience Measurement** – projects that have contributed a significant development into how digital audiences are measured. This might be within a market, apply to a specific audience group or the measurement of audiences across specific devices (*please note projects submitted in this category should relate to the measurement and tracking of audiences as opposed to internet usage or broader measurement projects*).

- **Best Use of Research Budget** – projects that have made use of a specified limited budget for a piece of research

8. **Communications and confidentiality**

One of the aims of this competition is to share good practice with the industry. There may be opportunities to do this through:
   - Press releases
   - Presentations and webinars
   - Social media communications
   - Being featured in IAB Europe best practice libraries
   - Being shared on WARC.com (World Advertising Research Centre)

Please note that by entering you are confirming that you have obtained the relevant permissions from any parties involved, both to submit the entry and for IAB Europe and its partners to use the summary and additional assets provided. We will seek explicit permission to use any of the detailed text contained within the entry form.

If you are particularly interested in communications opportunities, please indicate this on the entry form and supply appropriate contact details.