



Research Awards 2019

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.

Entrants that enter 3 or more categories or projects will be eligible for a 30% discount off the regular Interact 2019 ticket price. Pay €315 (excl. VAT) instead of €450 (excl. VAT). Visit <http://www.interactcongress.eu/> for more information on ticket prices.

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 2016*).

2. Entre fees

Early bird entry fee (enter by Friday 22 February): €150 (excl. VAT) for entering a campaign in one category; €100 (excl. VAT) for entering the same campaign in additional categories

Regular entry fee (from 23 February to Friday 15 March): €250 (excl. VAT) for entering a campaign in one category; €150 (excl. VAT) for entering the same campaign in additional categories

Small market entry fee: small European markets can take advantage of the early bird fee throughout the competition. The definition of a 'small market' is a market with a total digital ad spend revenue of €0.5bn or less as per our AdEx Benchmark Report. The markets are: Belarus, Bulgaria, Croatia, Finland, Greece, Hungary, Ireland, Romania, Serbia, Slovakia, Slovenia.

3. Entry timelines

Entries open: 30 January

Early bird deadline: 22 February 18.00 CET

Regular deadline: 15 March 18.00 CET

Entries will need to be submitted online via the Eventora platform – the link will be sent by email when the competition opens

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 April. If the judges require further information on some of the shortlisted projects, those requests will be sent out in April or May.

The 2019 winners will be presented at the IAB Europe Interact conference in Warsaw which will take place on 4-5 June.

6. Entry requirements

For full entry requirements please see the entry form online.

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. Contact

For more information please contact Marie-Clare Puffett – awards@iab europe.eu

9. 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.

10. Information about processing your personal data

1. **Controller of your personal data**

The controller of your personal data is IAB Europe having its registered offices at 1040 Brussels (Belgium), Rond-Point Schuman 11. All questions or requests regarding the processing of these data may be addressed to: communication@iabeurope.eu.

2. **The purposes and legal basis of processing your personal data**

We will process your personal data in order to review and select a shortlist and finalists for the IAB Europe Research Awards 2019 competition to contact you regarding your entry or entries, your prospective participation in “Interact 2019” as an awards entrant and other “Interact 2019” related opportunities and post-event surveys. The legal basis of processing your personal data is our legitimate interest consisting in selecting shortlists and winners for the competition organised by IAB Europe and contacting you in other organisational matters.

3. **Storage of your personal data**

We will store your personal data until fulfilling legitimate interests pursued by the controller being a basis for this processing, in particular limitation of claims or until you lodge a reasoned objection.

4. **Recipients of your personal data**

We will transfer your personal data to data processors whom we are partnering with in connection with the organisation and hosting of the conference. Information about these partners may be obtained from us on request. In any case, IAB Europe remains the data controller. Data might be transferred in case of using services related to providing IT systems, advertising services and administrative services for the conference. These entities shall process your personal data on the basis of the data processing agreement with us and solely in accordance with your instructions.

5. **Your rights related to the processing of personal data**

You have the following rights related to the processing of personal data:

- a. the right to object to the processing of your data due to your particular situation
- b. the right to access your personal data,
- c. the right to rectification of your personal data,
- d. the right to erasure of your personal data,
- e. the right to demand the restriction of the processing of your personal data,

To exercise the above rights, contact us by e-mail: communication@iabeurope.eu.

The right to object

You have the right to object to the processing of your data due to your particular situation - in cases where we process your data based on our legitimate interest. To exercise this right, contact us by e-mail: communication@iabeurope.eu.

The right to lodge a complaint

You also have the right to lodge a complaint with the supervisory personal data protection authority ((which can be any of the data protection authority of the EU Member State in which you live, or in which you work, or in which the alleged infringement occurred).