



## IAB Europe MIXX Awards Europe 2024 FAQs

### **Q. How much does it cost to enter the awards?**

The early bird entry fee (enter by Friday 20th May) is €300 (excl. VAT) for entering a campaign in one category; €175 (excl. VAT) for entering the same campaign in additional categories.

The regular entry fee is (from 21st May to 7th June): €400 (excl. VAT) for entering a campaign in one category; €250 (excl. VAT) for entering the same campaign in additional categories.

Entrants from the smaller European markets can take advantage of the early bird entry fee throughout the competition. The definition of a 'small market' is a market with a total digital ad spend revenue of €0.6bn or less as per our [AdEx Benchmark 2022 Report](#). The markets are: Bulgaria, Croatia, Greece, Hungary, Ireland, Romania, Serbia, Slovakia, Slovenia.

Please note, as with last year, we are currently not accepting any entries from Russia or Belarus due to our suspension of all cooperation with IAB Russia and Belarus (see IAB Europe statement [here](#)).

### **Q. What is the entry deadline?**

Early bird deadline: 20th May

Regular deadline: 7th June

### **Q. Can I enter more than one campaign?**

Yes, as long as the campaign has been entered into a local MIXX Awards, or equivalent, competition.

**Q. Can I enter a campaign that has previously been entered into another awards competition?**

Yes, we welcome campaigns that have been entered into other awards competitions.

**Q. What timeframe should the campaign be?**

All European campaigns that have been entered into another national or international award competition from 2023 to present can be entered.

**Q. Do I get a discount for entering more than one award?**

A discount is available for entering a campaign into more than one category (see fees under question one). It is not possible to get a discount for entering multiple campaigns.

**Q. Can I enter more than one category?**

Yes, you can enter each campaign into multiple categories. There is a discounted fee for each additional category (see entry fees under question 1). If you would like to enter the same project into multiple categories, please use the same details and materials for each category. If you wish to tailor the details according to each category, then please submit these as a separate entry.

**Q. What information do I need to provide?**

The [entry form](#) asks for a campaign summary as well as details of:

- The objectives and strategy
- The creative
- The campaign results

Entrants are also required to upload a supporting video which should:

- Be no longer than 3 minutes
- Be uploaded on Youtube (unlisted privacy)
- explain the campaign and showcase the creative
- be in English or have English subtitles

**Q. How will my entry be evaluated?**

The judges will give a score against each criteria (strategy, creative and results) for each entry as per the criteria outlined in the entry notes. These factors are then combined to create a total score for each entry. All judges' scores are totaled and the highest scoring entries will determine the shortlist. The judges will then meet to discuss the highest scoring entries and then agree on winners for each category. More detail is in the [Entry Notes](#).

**Q. Who is on the Jury?**

The members of the jury will be listed on the [Awards Webpage](#) once they are finalised.

**Q. What if I need more time to submit my entry?**

Please contact the IAB Europe team who will discuss this with you.

**Q. When will I know if my entry has been shortlisted?**

The shortlist will be published W/C Monday 1st July.

**Q. What awards are available?**

Gold, Silver and Bronze awards are available for each category. Gold award winners will be entered into the MIXX Grand Prix award representing the pinnacle of achievement in European digital marketing this year.

**Q. When will I know if my entry has won an award?**

The 2024 winners will be announced at a virtual awards ceremony on Thursday 18th July. Hosted by IAB Europe, the ceremony will be live streamed to ensure that anyone from across Europe can participate. Tune in live to see if your campaign has won and join hundreds from across the globe.

**Q. How will the winners be further promoted by IAB Europe?**

Winners will be invited to participate in a series of IAB Europe webinars and podcasts on 2024 creativity in digital advertising. Promoted across IAB Europe's network of National IABs and corporate members, it will be a great opportunity to promote and celebrate the very best of our industry by doing a deep dive analysis into the strategy, creative and results of the Gold winners.

**Q. Where can I see previous award winners?**

You can view the PR to announce the 2023 winners [here](#)

You can view videos of the 2023 winners [here](#).

You can also watch short webinar recordings of some of the 2022 winners via the following links:

[In-Gaming Winner](#)

[Influencer Marketing Winner](#)

[Digital Out of Home Winner](#)