



∞ Meta

Agency Awards

In partnership with

campaign

PMW
Performance Marketing World

Why enter?

This is the first year that Meta is working in partnership with *Campaign* and *Performance Marketing World* (PMW) as part of the Meta Agency Growth Sessions to award and recognise the outstanding work that agencies carry out on our platform. The awards have seven categories and will be judged by an independent, impartial panel of industry experts facilitated by *Campaign* and *PMW*.

Key dates

- **20 May 2024** Submissions open
- **15 November 2024** Submissions close
- **15-29 November 2024** Judging process
- **4 December 2024** Winners announced during awards ceremony (Meta office, London)

The categories

1. Best Use of Advantage+ (Core)

This category will award best use of the Advantage+ products on Meta's platforms.

How has automation been used to not only improve results, but also work more efficiently for you and your team? How have you used experimentation to demonstrate the value in trusting automation and assume some of your control? Describe how you reversed a client's hesitancy around trusting AI, and to what effect? At an agency level, can you demonstrate how you're leaning into the era of AI through our Advantage+ suite?

2. Best Use of Data and Signals (Core)

Brilliant use of data to inform your campaign delivery, ascertain campaign success or data collection for future use. Data sources could include:

- First-party and third-party data
- Conversions API
- Event match quality (EMQ) score improvement
- Lead gen
- Direct CRM integration
- Offline sales

3. Reels Campaign of the Year (Core)

This category will reward those who have adopted best practices for performant creative on Reels.

Have you experimented with performant Reels this year (video + sound) to greater effect than previously? Have you seen success with a client who has opted in?

4. Creative Brilliance

Good creative matters. Share your creative wins that have resulted in driving business metrics for your client.

Have you pushed the boundaries with innovation in creativity leveraging AI? Have you used creators? Have you run partnership ads? Is this a new direction for your agency? Have you utilised a partner to enable dynamic creative? Perhaps you've worked with a Meta Business Partner (MBP) to optimise assets for mobile, or a new surface such as Reels?

5. Diversity in Advertising

Has your agency run a campaign that aims to celebrate and/or promote diversity, equity and inclusion of all kinds? Is this a passion of the agency? Have you worked in partnership with any creators? Please share great work that you're proud of in this area that has driven positive outcomes and results.

6. Best Use of Full Funnel/Brand

Have you used multipliers to drive brand metrics? Perhaps you've partnered with a third party to see if your brand activity has translated into sales, or looked at cross-publisher impact? Consider how you've driven specific brand metrics; can you demonstrate a different approach to improving purchase intent, compared to brand association or between upper-brand metrics, and the more intangible middle?

7. Rising Star Award

The rising star is someone who has made a significant contribution to the agency and the industry.

Entries will be accepted from the candidate themselves or nominated by somebody in the agency. Provide a brief overview of your role and career history. Entry is in the form of a freeform 500-word submission. (The candidate's line manager should include a supporting statement with their entry (max. 200 words).)

- This can cover any topics but suggested material would include a brief overview of your role and career history.
- Describe contributions to new business development or business growth, including details of new business wins and evidence of revenue returns for the agency and the clients.
- Provide examples in which you have been innovative, how you lead this and executing best practices.
- Provide details of any contribution or support to any initiatives or activities outside work, such as charity, industry associations etc.
- You can also share a video which should be no more than two minutes long to bring your story to life!

Entry format (2 x A4 pages)

- Your entry must consist of a two-page document that is A4 size when printed (max. 300 words).
- Please save this as a PDF and upload it to our portal.

First page must contain the following:

- Name of category entered
- Name of agency
- Lead names on the entry
- Campaign name
- Executive summary* (max. 75 words)

Please format this under the headings below:

Background

Main objective

Execution

Top-line results

Second page is where you share the details:

- Please address the criteria for the award entry of the category you entered, highlighting the following:

Category

Context

Goals and outcomes

Innovation

Supporting material

- Lead image (high-res)
- Testimonials, infographics, headline results, additional images or creative
- Supporting video (max 1.5 minutes). Not mandatory

Helpful submission tips

1. If you are entering more than one category, please do try to avoid a 'copy and paste' approach. Keep the submissions fresh and new for the judges as they will be looking at multiple entries in each category.
2. If you share a video, please upload it on either Vimeo or YouTube and please share the password if it is protected.
3. Highlight any brave and bold ideas that you implemented. Innovation is appreciated.
4. Highlight partnership and collaboration with Meta and client.
5. Ensure that everyone involved in the submission is aware of it, especially your clients.
6. Make sure that you are clear on the results and outcomes achieved. Quantitative results are important as long as you have sign-off from the client and relevant release forms signed in advance.
7. We will need marketing release forms signed by the client and the agency when we go to market with the outcomes.

Eligibility

Please submit campaigns or examples that ran from 1 September 2023 to 1 November 2024.

In the submission, you have the right to outline any parts of your entry as 'not for publication'. However, please bear in mind that winning your category will result in the offer of an article promoted in both *Campaign* and *PMW* so the more detail, the better.

Entry fee

Entering these awards is free, and there is no limit to the number of entries an agency can submit.

Budgets and criteria

Entries will not be judged based on campaign budgets.

