

A woman in a green coat is walking across a city street. She is surrounded by digital overlays: a camera icon on the ground, a play button icon, a globe icon, and a target icon. The background shows a city street with buildings, trees, and a bus. The text 'Agency Awards' is overlaid in the center.

# Agency Awards

# Awards Criteria

## WHY ENTER?

Following the strong momentum of the 2025 Meta Agency Awards, we are proud to launch the 2026 edition celebrating the agencies driving exceptional business results across Meta's platforms.

In collaboration once again with Campaign and PMW, the awards will spotlight standout work that demonstrates strategic thinking, creative excellence, innovation, and measurable impact. This year, the programme expands to seven categories, including the new awards for Best Use of WhatsApp Business Messaging and Best Use of Meta's API.

The awards offer agencies an opportunity to showcase their most impactful work and earn recognition from across the industry, with winners selected by an independent panel of industry experts.

## KEY DATES

- **1<sup>st</sup> June 2026**  
Awards submissions open
- **16<sup>th</sup> October 2026 (5 PM)**  
Submissions close
- **5<sup>th</sup> November 2026**  
Judging process begins
- **2<sup>nd</sup> December 2026**  
Winners announced during awards ceremony

## ELIGIBILITY

Please submit campaigns or examples that ran from **1<sup>st</sup> October 2025** to **1<sup>st</sup> September 2026**.



## THE CATEGORIES

### 1. Best use of Brand

*This category recognizes exceptional use of the Meta platform to drive brand uplift. A winning entry will illustrate how Meta's brand solutions were used to create engaging and cohesive brand stories that resonate with audiences. The case should demonstrate creativity in storytelling, effective use of Meta's features, and tangible impact on brand perception and engagement via first party or third party measurement.*

### 2. Best use of Creator Marketing

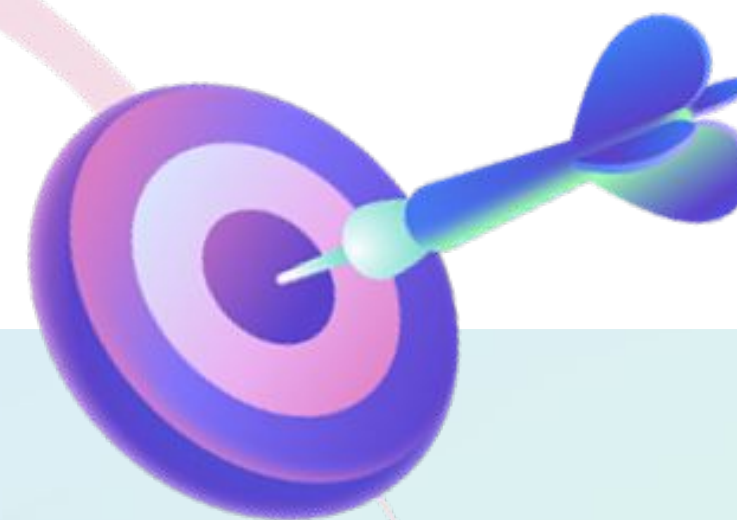
*This category honors innovative campaigns that effectively utilized creator marketing through partnership ads. A winning case will showcase how collaboration with creators amplified the campaign's reach and authenticity. The entry should highlight strategic partnerships, creative execution, and the resulting impact on audience engagement and brand affinity.*

### 3. Creative Diversification

*This category rewards agencies that have pushed the boundaries of creativity by diversifying their approach. A winning entry will demonstrate how the agency explored new creative directions, leveraging AI, creators, or dynamic content to drive business metrics. The case should highlight innovation, collaboration with partners, and successful adaptation to new platforms or formats.*

### 4. Best use of Measurement and Experimentation

*This category recognizes outstanding use of measurement and experimentation tools, leading the way for clients with the latest in Lift Studies (e.g. Search, Buzz or Channel Lift), or wider MMM and third party measurement solutions. A winning case will detail how these tools were employed to gain insights, test hypotheses, and refine strategies. The entry should demonstrate a data-driven approach that led to improved outcomes and informed future campaigns.*



## THE CATEGORIES

### 5. Best piece of Agency Research

*This category celebrates exceptional research initiatives that have influenced agency practices across multiple clients. A winning entry will showcase research that uncovered new insights, challenged conventional thinking, or informed strategic and creative development. The case should highlight the research's impact on agency work, leading to more effective campaigns and better client outcomes.*

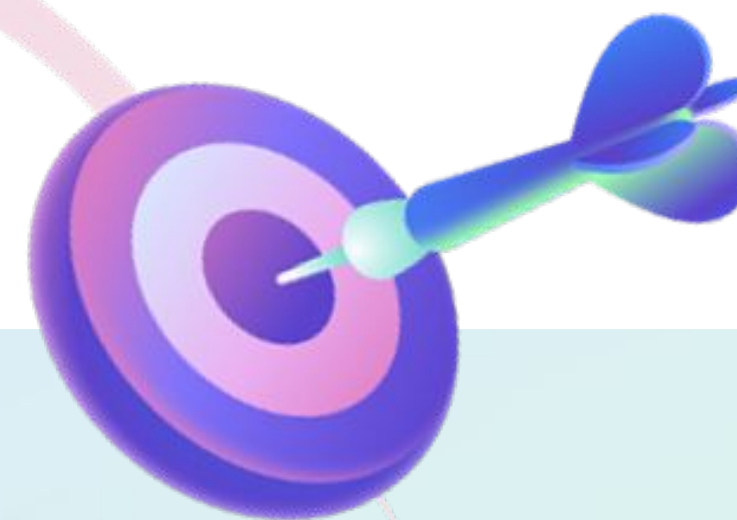
*Examples include: Meta-analyses that uncover new insights and trends, thought-provoking papers that challenge conventional thinking, Research-led frameworks that inform strategy and creative development.*

### 6. Best use of Meta's APIs

*Celebrating the agencies who are putting Meta's tech stack in the hands of their team and advertisers — driving adoption of our APIs (Conversions API, Performance Recommendations API, or others) to unlock automation, efficiency, and performance at scale. This award recognises those making Meta's APIs the foundation of long-term partnership and growth.*

### 7. Best use of WhatsApp Business Messaging

*Recognising the agencies driving standout results through WhatsApp Business Messaging — whether that's unlocking new use cases with clients, scaling paid messaging adoption, or demonstrating measurable business impact through richer customer conversations. This award celebrates those who are proving WhatsApp's value as a primary channel for engagement, commerce, and customer care — and helping Meta grow its messaging revenue in the UK*



## 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. Highlight any brave and bold ideas that you implemented. Innovation is appreciated.
3. Highlight partnership and collaboration with Meta and client.
4. Ensure that everyone involved in the submission is aware of it, especially your clients.
5. 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.
6. We will need marketing release forms signed by the client and the agency when winners are announced in Campaign and PMW.

## ELIGIBILITY

Please submit campaigns or examples that ran from **1<sup>st</sup> October 2025 to 1<sup>st</sup> September 2026**.

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.

