

**IAB MIXX  
AWARDS 2025  
ENTRY KIT  
ORGANISED BY  
BELGIAN  
ASSOCIATION OF  
MARKETING**

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## ABOUT THE IAB MIXX AWARDS

The “IAB MIXX Marketing and Interactive Excellence Awards” are a recognition for the best digital experiences of the year. 4 jury’s will evaluate the submitted cases within 4 main domains:

1. Digital Campaign Jury
2. Digital Media Jury
3. Digital Technology & Innovation Jury
4. Digital for Good Jury

**The IAB MIXX Awards is an international initiative organized in Belgium by the Belgian Association of Marketing and Best of Publishing, publisher of Inside Magazine and Digimedia.be.**

**For further details, please visit <https://submit-iabmixxawards.be/>**

## KEY DATES FOR THE IAB MIXX AWARDS 2025

- June 1st – September 12: Call for cases : **No extended deadline will be provided this year, deadline to submit a case is 12 September.**
- September 12 – September 15: Quality check by the Belgian Association of Marketing
- September 15 – September 25: Online judging by the juries
- October 1st: Jury deliberation
- October 16: Award Ceremony

**Please make sure you read the Entry Procedure and Rules before registering or completing your entry form.**

## ENTRY PROCEDURE

### ENTRY INFORMATION

Please make sure all information including campaign/product/tool name, client (if applicable), submitting participants and credits is referenced and spelled exactly as it should appear in information for the media, on trophies, in the IAB MIXX Awards Winners' Gallery, and on printed and multimedia presentation materials for the Awards Gala.

We respect that entries may have information deemed confidential. For this reason, you will have the opportunity in the online entry form to indicate whether or not publishing permission is granted for the written briefs section of the entry form.

**Entries must be submitted by midnight on September 12, 2025**

### FILE COMPOSITION

Ensure you submit all entry materials exactly as they were requested. **Any missing material or information can result in disqualification.**

**The written brief** is the most important part of the entry because it frames the business challenge and illustrates the creative approach as well as the effectiveness of the entry.

- **English is mandatory for the written brief : No other language will be accepted (nor French, nor Dutch !!!)**
- The best briefs explain the competitive environment, the objectives and goals, and any evidence of performance. The brief should respond to the judging criteria (limited to 500 words).
- Briefs should be clear, concise and free of jargon and exaggeration.
- Each Jury analyzes the entries in their categories. The judging criteria defer per Jury as explained further in this document.

## WHAT DO WE NEED FROM YOU:

### COMPANY INFORMATION

- ☐ Selected category(ies)
- ☐ Contact details of the person in charge of the submission:  
Company/Name/First  
name/Function/Mobile/Address/Postcode/City/VAT
- ☐ Contact details submitter: Company name/ Logo (300 dpi)/URL/Key contact  
name/ Key contact first name/Email/Mobile
- ☐ Contact details other parties involved (if any): Company name/ Logo (300 dpi)  
Contact details client (if any): Company name/ Logo (300 dpi) )/URL/Key contact  
name/ Key contact first name/Email/Mobile

### SUBMISSION INFORMATION - MANDATORY

- ☐ Name of the submitted case
- ☐ Brand / Advertiser
- ☐ Creative Agency
- ☐ Media Agency
- ☐ **About the campaign :**
  - Campaign summary
  - Objectives & Summary
  - Execution & Media
  - Creative
  - Results
  - Written brief (**in English - Max 500 words – adaptable per category**)
- ☐ **About the assets :**
  - Video presentation (120 sec. max) : a video longer than 120 seconds will not be reviewed. **Although video is not more compulsory, it is strongly recommended.**
  - Case Image (300 dpi)
  - Period from september 2024 till september 2025
  - Media used: Images/URL of different media
  - Other material (All categories)

## RULES

### ELIGIBILITY

1. The IAB MIXX Awards are open to all creative, design or media agencies, advertisers, independent parties, media sales houses, technology providers, BAM members and BAM non-members.
2. All entries with categories should have run in Belgium between September 1<sup>st</sup>, 2024 until September 1<sup>st</sup>, 2025 and should be conceived by the submitting company.
3. Submitters are responsible for registering and uploading their case(s). In case several parties worked together, the leading party should enter the case and the other party can be mentioned in the section 'Summary/Period'.
4. Everyone can enter one or several cases in one or several categories. Each submission may be entered into a maximum of 10 categories.
5. An "Entry" means one case (campaign/artwork/product/tool) with one choice of category. Should you enter the same case in, e.g. three categories, these represents three entries and therefore three entry fees. For more information, please see " PRACTICAL".
6. All entries need to be uploaded by midnight on September 12, 2025
7. **If the entry fee is not paid by October 1<sup>st</sup> 2025, the submission(s) will be automatically disqualified.**
8. **Each entry has to be submitted in English : no other language is accepted.** Creative Material (print & audio-visual) can be submitted in the original language. Entries must include a written case brief in English. The written brief is limited to 500 words. Video case presentation is limited to 120 seconds (not mandatory).
9. If there are less than 5 entries in a category, the IAB MIXX Awards organizers reserves the right to cancel the entire category.
10. Work submitted must be original or you must have secured rights to submit it. You cannot include any work to which you do not have the rights. However, stock music/ images are allowed if you have the rights to use them.
11. By entering your work for the competition, BAM is automatically granted the right to make copies, reproduce, or display the case material for education and publicity purposes. If you are a winner, your case material can be used in the online winners' gallery on the website of the Belgian Association of Marketing.



12. Submissions should reflect work that was carried out predominantly by the submitting company, and the role of collaborating (creative and media) participants and key individuals should be referenced

## JUDGING PROCEDURE, CRITERIA & CATEGORY

There are 4 jury categories. More than one category may be chosen per jury/programme. However, each submission must be compliant with the criteria per category. In case you have questions regarding the categories, you can contact [Nathalie.prieto@marketing.be](mailto:Nathalie.prieto@marketing.be)

### DIGITAL CAMPAIGN JURY

#### CRITERIA & CATEGORIES:

##### CRITERIA

- Insight and strategy (33%):
- Creativity (33%):
- Results / Engagement (33%):

##### CATEGORIES

###### 1. SoMe

Best use of social media to deliver a high level of consumer engagement.

###### 2. Native

Best use of native advertising to deliver an effective campaign with the highest levels of consumer engagement.

###### 3. Branded Content

Best use of original, entertaining, or informational content to deliver the highest level of consumer engagement.

###### 4. Best Influencer Marketing

Best influencer marketing campaign that delivers the highest level of consumer engagement and fulfills brand objectives.

###### 5. Search Advertising

Best use of search advertising to deliver the highest level of consumer engagement and return on advertising investment.

###### 6. Brand Advertising Campaign

Best use of media mix for brand building purposes

###### 7. Direct Response / Lead Generation Campaign



Best use of digital advertising for direct response or lead generation campaigns Best campaigns focused on generating direct response / conversation / purchase intent using a variety of digital advertising tools / mechanics etc.

#### **8. Best use of video Advertising**

Best use of video advertising to deliver the highest level of consumer engagement

#### **9. Search Engine Optimization**

Best use of Search engine Optimisation strategy : Best use of optimisation & all techniques used to improve a website's position on search engine results pages

### **DIGITAL MEDIA JURY**

#### **CRITERIA & CATEGORIES:**

##### **CRITERIA**

- **Insight and strategy (33%):**
- **Creativity (33%):**
- **Results / Engagement (33%):**

##### **CATEGORIES**

#### **1. Digital OOH Advertising**

Best use of digital OOH advertising to deliver the highest level of consumer engagement.

#### **2. Retail Media**

Best use of Retail Media advertising to deliver the highest level of consumer engagement and fulfill brand or sales objectives.

#### **3. Digital Audio Advertising**

Best use of digital audio advertising to deliver the highest level of consumer engagement and fulfill brand or sales objectives.

#### **4. Connected TV Advertising**

Best use of CTV advertising to deliver the highest level of consumer engagement and fulfil brand or sales objectives.

## 5. E-Commerce

Best use of Ecommerce to deliver the highest level of consumer engagement and fulfill brand or sales objectives.

## DIGITAL MARKETING TECHNOLOGY & INNOVATION JURY

### CRITERIA & CATEGORIES:

#### CRITERIA

- Insight and strategy (33%):
- Creativity (33%):
- Results / Engagement (33%):

#### CATEGORIES

##### 1. Product Innovation

Best new digital advertising or marketing product or format that adds value to the industry.

##### 2. Effective Use of Data / Dashboarding etc

Best use of data in clever or innovative ways to drive the effectiveness and success of a campaign.

##### 3. Virtual and Augmented Reality or other New Technologies

Best use of VR, AR or other new technology that delivers a highly interactive or engaging consumer experience.

##### 4. Best UX / UI Journey Design

These entries show a seamless and consistent user experience at every point of interaction. Rewards are given based on the focus of the responses of the user, the structure and the usability of the entry project. Special attention is given to the aesthetic composition of graphical design.

##### 5. Best use of AI

Best use of AI in clever or innovative ways to drive the effectiveness and success of a campaign.

##### 6. Best Belgian Marketing Tool

Awards the best marketing tool (Artificial intelligence, chatbot, virtual reality, 3D, blockchain, voice marketing, DMP, DSP, SSP...). Technology is the base of the evolution of marketing activities nowadays. Submissions in this category have to prove how innovative they are and how unique they are in helping actors (advertisers, agencies, media agencies...) in the marketing industry.

##### 7. Best International Marketing Tool

Awards the best marketing tool (Artificial intelligence, chatbot, virtual reality, 3D, blockchain, voice marketing, DMP, DSP, SSP...). Technology is the base of the evolution of marketing activities nowadays. Submissions in this category have to prove how innovative they are and how unique they are in helping actors (advertisers, agencies, media agencies...) in the

marketing industry.

## **DIGITAL FOR GOOD JURY**

### **CRITERIA & CATEGORIES:**

#### **CRITERIA**

- **Insight and strategy (33%):**
- **Creativity (33%):**
- **Results / Engagement (33%):**

#### **CATEGORIES**

##### **1. Sustainability Campaign**

Best campaign that focuses on sustainability - this could either be marketing of a sustainable product, service or a sustainable campaign

##### **2. Non profit /CSR**

Best campaign that has a positive impact on consumer behaviours and fulfils an organisation's CSR objective

##### **3. Effective use of carbon neutral tools**

## PRACTICALS

To enter your submission please follow the steps below:

1. Register on: <https://www.eventora.com/en/Events/mixx-awards-belgium-2025>
2. Fill in the online entry form. You will then automatically receive a login and password to access the site.

### FEE

- 290 € (VAT excluded) for BAM members per entry and per category.
- 390 € (VAT excluded) for non BAM Members per entry and per category.

Fee has to be paid before October 1st 2025; if not, submission(s) will be automatically disqualified.

Registrations for the Awards Ceremony **are not included in this entry fee.** Check [www.mixxawards.be](http://www.mixxawards.be) for registration.

Deadline to enter the IAB MIXX Awards Belgium: **September 12, 2025 at 11.59pm. No extended deadline will be provided this year, deadline to submit a case is 12 September.**

Entrants can propose a case (campaign/product/tool) in different categories and propose multiple submissions for each category.

### RESULTS

The winners will be revealed during the Awards Ceremony on Wednesday evening **October 16, 2025** in Tour&Taxis Brussels.

Reserve your seats on **[www.mixxawards.be](http://www.mixxawards.be)**.

### CONTACT US

If you have any questions, please do not hesitate to contact us:

Nathalie Prieto

Event Manager

❖ Mail: **[nathalie.prieto@marketing.be](mailto:nathalie.prieto@marketing.be)**

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