

ad·tech  
**HONOURS**

in partnership with

**IAA**  
INTERNATIONAL ADVERTISING ASSOCIATION

**ENTRY KIT**

# ad:tech HONOURS

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**IAA**

INTERNATIONAL ADVERTISING ASSOCIATION

## KEY DATES :

NOMINATION DEADLINE: **FEBRUARY 4, 2025**

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JURY MEETING: **FEBRUARY 12, 2025**

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HONOURS NIGHT - AWARD CEREMONY: **MARCH 6, 2025**

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# AWARD CATEGORIES :

## **Marketing Automation/Marketing Cloud**

Tools, technology or platform for cross media management, programmatic marketing, email marketing, lead management, CDP, CRM etc.

## **Data, Analytics & Intelligence**

Tools, technology or platform for DB solutions, predictive analytics, prescriptive analytics, attribution systems, SSOT, Single view of customer, data analytics, data mining, machine learning, location intelligence, customer analytics, verification solutions, adfraud solutions, privacy, identity, cookie-less solutions, First party data etc.

## **Content**

Tools, technology or platform for content production, native advertising, personalization, content performance, content sharing, content interactivity, best video hosting, editing, live video, short videos CTV, OTT solutions, data based video solutions, blogs, infographics, social media posts, ebooks, podcasts, case studies, articles, whitepapers, webinars, newsletters, and interactive content like quizzes, surveys etc

## **Social Media**

Tools, technology or platform for social media monitoring, listening, social analytics, distribution, and social media management, community building, community management, UGC, live streaming, social advertising, etc

## **Conversational Marketing**

Tools, technology or platform for call management, bot solutions, voice assistant, sms marketing, conversational forms, feedback loops, lead gen solutions, conversational engagement and re-engagement solutions, live chat, messaging apps, conversational writing etc.

## **Retail Media/ E-Commerce**

Tools, technology or platform for Retail media (web and mobile), Retailer / Platform Facilitation, retail media networks, on-site advertising, off-site advertising, in-store advertising, sponsored product ads, playable video ads, display ads on ecommerce platforms etc.

# AWARD CATEGORIES :

## **Influencer Marketing**

Tools, technology or platform for micro/macro/nano influencer marketing influencer, tools, management, measurement, niche influencer management, community engagement, creative building for influencers, AI influencers etc.

## **Customer Experience**

Best tech, tools or platform in UI/ UX, intuitive web design, seamless omnichannel interactions, experience management, building new experiences – online & offline, spatial computing – AR, VR, XR; targeting & personalization, geolocation, loyalty & retargeting, journey mapping, personalized communication, proactive customer support, brand consistency, improving CLV, retention, attention, loyalty etc.

## **AI Interventions in Marketing**

Best tech, tools or platform in AI for content creation/copywriting, creativity, writing, listening, video marketing, content marketing, sales solutions/management, advertising solutions, targeting, advanced marketing automation, data mining, consumer understanding, content personalization, predictive AI, ML, NLP, semantic search, sentiment analysis, text to data and vice versa, A/B testing, multi-channel tracking, hyper-segmentation, campaign performance management, Optimization, etc

## **Performance Marketing**

Best tech, tools or platform for performance marketing such as SSP, DSP, Adnetworks, Web and Mobile , SEO, SEM, all tools and solutions that contribute to commerce and ROI including but not limited to programmatic display, affiliate marketing, ad networks etc.

## **Innovation Award**

The Innovation Award in AdTech serves as a prestigious recognition for emerging platforms with high potential. By focusing on a combination of innovative technology, scalability, market demand, user experience, and ethical considerations, the award will identify and nurture the next generation of AdTech leaders.

# JUDGING CRITERIA :

When assessing the work, judges will consider innovation, impact, scalability, usability, and communication.



## ***Innovation (25%):***

Novelty and groundbreaking nature of the technology or approach.

## ***Scalability (20%):***

Applicability across industries, platforms, and audiences.

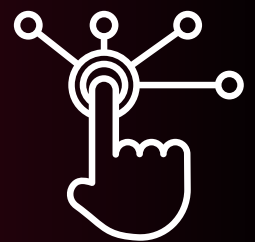


## ***Impact (35%):***

Demonstrated ROI, results, business outcomes, or tangible benefits.

## ***Usability (10%):***

Ease of integration, implementation, support, and user experience.



## ***Communication (10%):***

Clarity, consistency, and creativity in conveying the tool's purpose and value to users.



# JUDGING CRITERIA FOR INNOVATION AWARDS :

When assessing the work, judges will consider innovation, market potential, scalability, usability, business model, MVP Traction, Team, and ethical aspects.

***Innovation (25%)***

***Market Potential & Demand (20%)***

***Scalability (15%)***

***UX & Design (10%)***

***Business Model & Monetization (10%)***

***Market Readiness & Traction (10%)***

***Team & Execution Capability (5%)***

***Ethical and Regulatory Considerations (5%)***

# JUDGING PROCESS :

A three-stage process ensures thorough evaluation, from preliminary screening to final selection.



## **Preliminary Screening**

An expert team reviews nominations for completeness and relevance.

**01**



## **Detailed Evaluation**

Judges assess entries based on the criteria above.

**02**



## **Final Selection**

Top entries are shortlisted, and winners are selected.

**03**

# NOMINATION PROCESS :

## Eligibility

Only solutions, platforms, or tools that have been launched or significantly updated within the past 24 months are eligible for nomination.

## Documents required for submission

Participants are required to submit their nominations through our online portal. Each submission must include:

- A detailed case study demonstrating the application of the technology.
- Metrics and data showcasing its effectiveness, supported by dashboard screenshots and reports.
- A brief video pitch explaining the submission. The video should be under 10 minutes and shared via a WeTransfer link or any other web-hosted link.
- Client consent and confirmation of the data provided.
- All nominations must be submitted exclusively via our web portal.

## Deadline

All nominations must be completed and submitted within the specified timeframe.



# ENSURING FAIRNESS & INTEGRITY

## **IMPARTIALITY**

Judges abstain from voting on entries within their categories, maintaining fairness and avoiding potential bias.

## **CODE OF CONDUCT**

A robust code of conduct governs the evaluation process to ensure integrity and transparency.

## **COMMITMENT TO EXCELLENCE**

Only the most outstanding and impactful work is honored, reflecting the high standards of the competition.

# CONFIDENTIALITY

All submitted materials will remain strictly confidential and accessible only to the judges. The winners will be announced on the ad:tech New Delhi event on the second day of the event - 6th March 2025, Yashobhoomi, IICC, Dwarka.

## **CONFIDENTIALITY**

Jury members sign a Non-Disclosure Agreement (NDA) to safeguard the privacy of submissions.

## **TRANSPARENCY**

Any conflicts of interest are disclosed prior to the evaluation process to ensure unbiased judgment.

# KEY DETAILS FOR AD:TECH HONOURS EVENT DAY

**DATE :**

THURSDAY, 6 MARCH 2025

**VENUE :**

YASHOBHOOMI CONVENTION  
CENTER (IICC DWARKA)  
6TH FLOOR, SECTOR 25  
DWARKA, DELHI 110061

**SCHEDULE:**

6:00 PM – DRINKS RECEPTION  
7:30 PM – DINNER

**DRESS CODE:**

BUSINESS CASUALS

**ENTRY  
TICKETS:**

COMPLIMENTARY ACCESS:  
EACH SHORTLISTED COMPANY  
RECEIVES 2 HONOURS NIGHT  
(ONLY) PASSES.

For additional passes please visit  
[newdelhi.ad-tech.com](http://newdelhi.ad-tech.com)

# CONTACT US :

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## TO ATTEND:

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