

The background is a vibrant, futuristic digital landscape. It features a large, symmetrical triangular structure that recedes into the distance, creating a sense of depth. The walls of this structure are composed of many small, glowing blue and purple rectangular tiles. The floor is also made of similar tiles, and a person's silhouette is seen walking away from the viewer towards the horizon. The overall color palette is dominated by deep blues, purples, and magentas, with bright highlights and a starry, ethereal atmosphere.

ad:tech
HONOURS
in partnership with

IAA
INTERNATIONAL ADVERTISING ASSOCIATION

ENTRY KIT

ad:tech HONOURS

in partnership with



INTERNATIONAL ADVERTISING ASSOCIATION



About ad:tech HONOURS

ad:tech HONOURS is dedicated to spotlighting the innovations redefining modern marketing. AI, automation, data, and martech platforms now sit at the heart of breakthrough brand experiences—and these awards recognise the technology partners and solutions enabling that progress. It's a celebration of the tech that elevates marketing effectiveness.

Key Dates



**Nomination
Deadline**

**28th February
2026**



**Jury
Meeting**

**6th March
2026**



**Honours
Night**

**Award Ceremony:
17th March 2026**

Key Details

Date

Tuesday, 17th March 2026

Venue

Yashobhoomi Convention Centre (IICC Dwarka),
6th Floor, Sector 25, Dwarka, Delhi 110061

Schedule

6:00 PM – Drinks Reception

Dress Code

Business Casuals

Entry Tickets

Each shortlisted company receives two complimentary passes. Additional passes are available at newdelhi.ad-tech.com



Award Pillars

Best Use of Tool, Tech, or Platform for:



Social Media



Influencer Marketing



Marketing Automation



AI in Marketing



AI Conversation
Agents



GenAI in
Marketing



AI & Creative
Automation



Programmatic &
Emerging Media



Commerce &
Retail Tech



OTT Innovation



Customer
Experience



Performance Marketing

Want to know where your work fits best? Find the complete list of award categories.

[Click Here](#)

Nomination Process

1



Eligibility:

Only solutions, platforms, or tools launched or significantly updated within the past 12 months are eligible.

2



Submission Requirements:

- A detailed case study showcasing the application of technology, accompanied by a brief video pitch (under 10 minutes) shared via WeTransfer or web link.
- Metrics and data showcasing effectiveness, supported by dashboard screenshots/reports.
- Client consent confirming the authenticity of data provided.

3



Deadline:

All nominations must be submitted by the specified date via the official online portal.

[More Details](#)



Ideal Entry Format

Follow this structure to clearly explain your technology-led solution and its measurable impact.



Project Overview

| | |
|--------------------------|---|
| Entry Title | Clear, descriptive title of the Tech-use-case |
| Industry / Category | FMCG, BFSI, Retail, etc., |
| Brand / Agency / Partner | Month or Year |
| Period of Activity | Month or Year |
| Summary (100 words) | What the entry is about? |



Challenge

What was the core business or marketing problem? Why was technology essential to solving it?

- What was broken / efficient?
- Who was the consumer or business segment affected?



Tech Solution (Max 300 words)

Which tools, platforms, and technologies were used? What was customised or integrated? What makes this solution innovative?

Eg. Integrated CDP + AI model to predict next purchase



Execution (Max 250 words)

How was the technology deployed? Describe the process, rollout steps, integrations, and how teams used it (e.g., targeting, automation, measurement, optimisation.)

Eg. +32% conversion lift, control, media stack

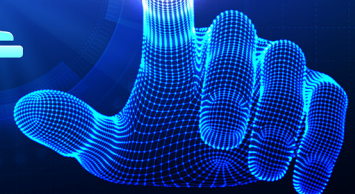


Learnings & Scalability (Max 150 words)

What did you learn? What made this technology effective? Can it be repeated, expanded, or scaled to other markets, categories, or team?

Ea. Applicable to other categories and markets

MIN MAX



Before You Hit Submit. Read this.



Do's

- **Highlight the tech:** Showcase your product, platform, or solution, how it works and why it matters.
- **Show impact:** Share measurable results: efficiency, ROI, automation, or new capabilities.
- **Tell the story:** Explain the challenge solved, the innovation, and its industry relevance.
- **Keep it clear:** Make complex tech easy to understand, no jargon.
- **Prove success:** Include data, testimonials, or adoption of metrics.



Don'ts

- **Don't:** Submit pure campaign ideas without meaningful use of tech, or showcase Media performance results without describing the underlying tech.
- **Don't hide the tech:** Keep technology at the forefront, not the campaign.
- **Avoid buzzwords:** Use clear, factual language.
- **Don't skip results:** Tie your innovation to tangible business outcomes.



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.

Impact (35%):

Demonstrated ROI, business results, or tangible benefits.



Scalability (20%):

Applicability across industries, platforms, and audiences.

Usability (10%):

Ease of integration, implementation, and user experience.

Communication (10%):

Clarity and creativity in conveying the tool's purpose and value.

Judging Criteria for Innovation Award



Judging Process

Every winner is carefully chosen through a three-tier evaluation.

1

Preliminary Screening

Expert team reviews nominations for completeness and relevance.



2

Detailed Evaluation

Judges assess entries based on the defined criteria.



Final Selection

Top entries shortlisted and winners selected.

3



Ensuring Fairness & Integrity



Impartiality

Judges abstain from voting on entries within their categories to ensure fairness.



Code of Conduct

A robust evaluation code ensures transparency and integrity.



Confidentiality

Jury members sign NDAs; all submissions remain confidential.



Transparency

Conflicts of interest disclosed before evaluation.



Commitment to Excellence

Only the most impactful work is honoured.



Contact Us

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