

IAB MIXX AWARDS 2026 ENTRY KIT

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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 Channel Jury
3. Digital Martech & AI Jury
4. Digital for Good Jury

The IAB MIXX Awards is an international initiative organized in Belgium by the Belgian Association of Marketing and OFCORES, organizer of the BAM Marketing Congress and since 2026, Digital First and IAB MIXX Awards.

For further details, please visit <https://mixxawards.be/>

KEY DATES FOR THE IAB MIXX AWARDS 2026

- June 15 – October 1 : Website open for cases entries
- October 2 – October 9 : Last week to enter the cases
- June 15 – October 1 : Call for cases
- October 9 – October 12 : Quality check by the Belgian Association of Marketing
- October 13 – October 20 : Online judging by the juries
- October 22 : Jury deliberation
- December 1: 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 October 9, 2026

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 June 2025 till September 2026
- 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 June 1, 2025 until September 1, 2026 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 October 9, 2026
7. **If the entry fee is not paid by October 20, 2026, 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 3 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

1. DIGITAL CAMPAIGN JURY

CRITERIA & CATEGORIES:

CRITERIA

- **Process & Delivery (33%)**
- **Insight & Strategy (33%)**
- **Results/ Engagement (33%)**

This category recognizes outstanding digital campaigns that successfully achieve a clearly defined marketing objective through an integrated, strategic, and measurable approach.

SUB CATEGORIES

1. Best Branding Campaign

Awards digital campaigns primarily aimed at building brand awareness, brand preference, or long-term brand equity.

2. Best Performance Campaign

Awards data-driven digital campaigns focused on measurable conversion objectives such as lead generation, registrations, or other defined actions.

3. Best Commerce Campaign

Awards digital campaigns with direct impact on sales, e-commerce performance, or revenue growth.

2. DIGITAL CHANNEL JURY

CRITERIA & CATEGORIES:

CRITERIA

- **Process & Delivery (33%)**
- **Insight & Strategy (33%)**
- **Results/ Engagement (33%)**

SUB CATEGORIES

This category recognizes excellence in the strategic and creative use of a specific digital channel. Entries should demonstrate how the channel was leveraged to its full potential, including innovation, optimization, and measurable results. Campaigns will be evaluated primarily on channel strategy, execution quality, and performance within that specific environment.

1. Best Search Campaign

Awards the most effective campaign leveraging search as a primary channel, including paid search (SEA), organic search (SEO), or a combination of both.

2. Best Social and Influencer campaign

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

3. Digital Best Digital Broadcast Campaign (OOH, TV & Audio)

Awards the most effective use of digital broadcast channels delivering scaled reach through formats such as Digital Out-of-Home (DOOH), Connected TV (CTV), or Digital Audio.

4. Best Retail Media campaign

Awards the most effective campaign leveraging retail media networks or commerce platform advertising to influence purchase behavior.

5. Best Owned Ecosystem Campaign

Awards the most effective campaign leveraging owned digital assets such as websites, apps, CRM, email, messaging platforms, or other first-party environments.

3.DIGITAL MARTECH & AI JURY

CRITERIA & CATEGORIES:

CRITERIA

- **Process & Delivery (33%)**
- **Insight & Strategy (33%)**
- **Results/ Engagement (33%)**

SUB CATEGORIES

This category recognizes excellence in the strategic development, implementation, or use of marketing technology, data solutions, AI applications, and digital platforms that drive measurable marketing or business impact. Entries may include proprietary tools, third-party implementations, platforms, or technological innovations that enable smarter marketing execution.

1. Best Use of Data & Analytics

Awards the most effective use of data, analytics, or dashboarding to generate actionable insights and measurable marketing or business impact.

2. Best Customer Experience (CEX) Journey

Awards the most effective use of technology, UX/UI to design, optimise, and orchestrate a seamless digital customer journey.

3. Best use of AI

Awards the most innovative and effective application of artificial intelligence within a marketing or digital context.

4. Best Digital Platform

Awards the most effective development or implementation of a digital platform enabling marketing, commerce, engagement, or data-driven growth.

5. Best Belgian Marketing Tool

Awards the most innovative marketing technology product developed in Belgium that demonstrates strong market relevance and impact.

4. DIGITAL FOR GOOD JURY

CRITERIA & CATEGORIES:

CRITERIA

- **Process & Delivery (33%)**
- **Insight & Strategy (33%)**
- **Results/ Engagement (33%)**

SUB CATEGORIES

This category recognizes digital campaigns that create measurable positive impact on society, communities, or the environment. Entries must demonstrate not only strong creative and strategic execution, but also tangible and verifiable societal outcomes. Campaigns will be evaluated on both digital excellence and the scale and credibility of their positive impact.

1. Best Environmental Impact Campaign

Awards the most effective digital campaign that delivers measurable positive impact on environmental sustainability, climate action, or ecological responsibility.

2. Best Social Impact Campaign

Awards the most effective digital campaign addressing social issues such as inclusion, equality, education, health, community development, or societal wellbeing.

3. Effective Best Non-Profit Campaign

Awards the most effective digital campaign developed for or by a non-profit organization, foundation, or NGO, delivering measurable mission-driven impact.

PRACTICALS

To enter your submission please follow the steps below:

1. Register on: <http://www.submit-iabmixxawards.be/>
2. Fill in the online entry form. You will then automatically receive a login and password to access the site.

ENTRY FEE

2026	Early Bird 15/06 to 06/09	Regular Sales 07/09 to 02/10	Final Sales 02/10 to 09/10
First case Company	199 €	199 €	199 €
BAM Member	299 €	399 €	499 €
BAM Non member	399 €	499 €	599 €

From this year onwards, the IAB MIXX Awards will also be applying new entry fees. For instance, the first entry will always benefit from the discounted 'First Case' fee of €199. This fee applies to both members and non-members of BAM and is valid until 9 October.

Fee has to be paid before October 20, 2026; if not, submission(s) will be automatically disqualified.

Registrations for the Awards Ceremony **are not included in this entry fee**. Check www.mixxawards.be for registration.

Deadline to enter the IAB MIXX Awards Belgium: **October 9, 2026 at 11.59pm.**

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 December 1, 2026.

Reserve your seats on **www.mixxawards.be**.

CONTACT US

If you have any questions, please do not hesitate to

contact us: Nathalie Prieto, Event Manager

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