Amazon Ads Partner Awards

2023

amazon ads

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Entry handbook contents

This guide will walk you through what you need to know and how to enter.

Amazon Ads
Partner Awards

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Introducing the Amazon Ads Partner Awards

Where customer obsessed partnerships lead to brand success



The Amazon Ads Partner Awards is a program that recognizes, spotlights, and celebrates the bold work that Amazon Ads partners deliver for their clients.

As an Amazon Ads advanced or verified partner, you can apply to the Partner Awards by submitting an application to demonstrate your proficiency and earn recognition.

To learn more, visit the Partner Awards homepage

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Key Partner Awards benefits

As an award-winning partner, here are some of the perks you can look forward to.



Recognition

Earn recognition for your expertise from Amazon Ads by earning finalist or award winner status



Promotion

Gain visibility through Amazon Ads marketing channels



Validation

Receive a physical and digital trophy to exemplify your winning



Business development

Showcase your success through business development opportunities

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2023 Partner Awards categories



Performance Award

(1) Americas winner, (1) EMEA winner,

(1) APAC winner



Challenger Award

(1) Americas winner, (1) EMEA winner,

(1) APAC winner



Global Expansion Award

(1) Winner overall



Technology Innovation Award

(1) Winner overall



Creative Brand Building Award

(1) Winner for an endemic advertiser and
(1) Winner for a non-endemic advertiser

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Partner Awards 2023 timeline

Get ready for the 2023 Partner Awards.



MAY. 1

Submissions open

JUN. 9

Submissions close

Sept. 12

Finalists announced

Oct. 23

Winners announced

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How to apply

All year you have help brands grow.

Now it’s time to share and celebrate.

1. Obtain verified or advance status

To be eligible for the Partner Awards, your company must have achieved verified or advanced partner status in the Amazon Ads Partner Network. If you are not registered, learn more here.

2. Select a Partner Award category

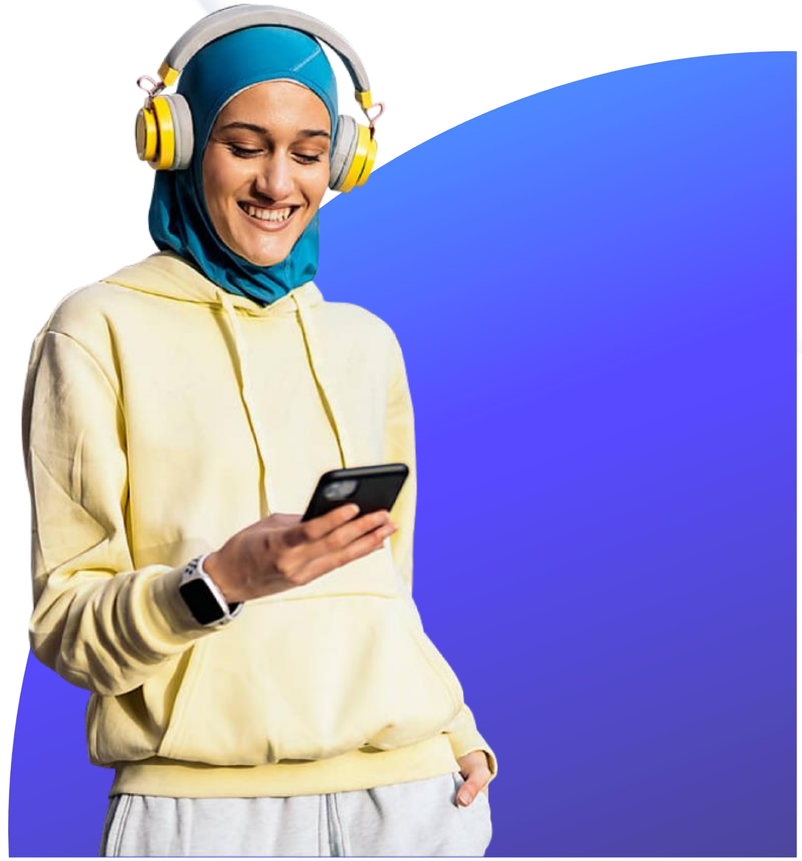
Read each award description to determine if that is the right category for you. Remember that you aren’t restricted to entering one category. You may enter into as many categories as you wish, but you may only use your client example once. Do ensure you tailor each entry form to the specific criteria.

3. Select a client case study

Select an example of success on Amazon Ads that was executed from May, 2022 – April, 2023. Note that the client (advertiser) that is featured in your application must be linked to your company in the Amazon Ads Partner Network.

4. Submit your application

Complete the application form to provide judges with more background and contextual details about the campaign.



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2023 Partner Award categories

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2023

Performance



Award

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Performance Award

Award description:

This award recognizes a partner who leveraged multiple Amazon Ads products to help a brand optimize their campaign strategy to help drive substantial business growth and engage shoppers across the customer journey, from brand discovery, to purchase, customer loyalty, and beyond.

Successful submissions will include:

- Evidence of campaign activity across 3 or more Amazon Ads solutions, such as Sponsored Brands/Sponsored Brands video, Sponsored Display, Sponsored Products, shopping experience solutions Amazon Attribution, Amazon DSP.
- A clear outline of the business growth strategy, KPIs, and results to demonstrate how the partner was able to reach shoppers across the customer journey and exceed their client's goals.
- An explanation of how the partner leveraged insights or measurement tools to create an actionable insight-driven strategy.
- Metrics to demonstrate the results, including the margin by which the advertiser's goals were exceeded, such as return on ad spend (ROAS), advertising cost of sale (ACOS), revenue, new-to-brand customers, clickthrough rate (CTR), purchase rate, new-to-brand purchases, Store visitors, page views, add-to-cart, purchases, impressions and branded search.

Number of winners:

This award will recognize a campaign strategy within a specific region. There will be (1) Americas winner, (1) EMEA winner, and (1) APAC winner.

Selecting your case study story

Select a story of client success on Amazon Ads over the past year (from May, 2022 – April, 2023) that you are most proud of. The advertiser can be based in any region and the campaign featured must have run in the region in which you are applying to be eligible for an award.

Applicable regions:

- Americas
- EMEA
- APAC

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2023

Challenger



Award

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Challenger Award

Award description:

This award recognizes a partner who delivered an impactful strategy that exceeded their client's business objectives despite a limited budget. The winner of this award will demonstrate how they were able to use creative-thinking, innovative tactics, and overall efficiency to maximize their resources and deliver results in the region they are applying for.

Successful submissions will include:

- A clear explanation of the budget or other resource limitations.
- Evidence of campaign activity using Amazon Ads solutions.
- A clear outline of the strategy, KPIs and results to demonstrate how the partner was able to exceed their client’s goals.
- An explanation of how the partner leveraged insights or measurement tools to create an actionable data-driven strategy.
- Metrics to demonstrate the results, including the margin by which the advertiser's goals were exceeded, such as return on ad spend (ROAS), advertising cost of sale (ACOS), revenue, new-to-brand customers, clickthrough rate (CTR), purchase rate, or new-to-brand purchases.

Number of winners:

This award will recognize a campaign strategy within a specific region. There will be (1) Americas winner, (1) EMEA winner, and (1) APAC winner.

Selecting your case study story

Select a story of client success on Amazon Ads over the past year (from May, 2022 – April, 2023) that you are most proud of. Submissions should highlight a client campaign that took place in the country you are applying for. Your advertising client may be a vendor, a seller, or an advertiser who does not sell on Amazon. The advertiser can be based in any region and the campaign featured must have run in the region in which you are applying to be eligible for an award.

Applicable regions:

- Americas
- EMEA
- APAC

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2023

Global Expansion

Award



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Global Expansion Award

Award description:

This award recognizes a partner who helped a client reach their global growth objectives. Successful entries will provide evidence of advertising in 3 or more countries and will demonstrate how a partner developed a strategy to help drive scalable and sustainable business growth for their client across locales.

Successful submissions will include:

- A clear outline of the strategy, KPIs and results to demonstrate how the partner was able to achieve growth while maintaining business objectives in at least 3 countries.
- A clear explanation of the marketing strategy that was developed to impact growth in new or existing marketplaces.
- An explanation of how the partner leveraged insights or measurement tools to create an actionable insight-driven strategy.
- Metrics to demonstrate the results, including the margin by which the advertiser's goals were exceeded, such as return on ad spend (ROAS), advertising cost of sale (ACOS), revenue, new-to-brand customers, clickthrough rate (CTR), purchase rate, or new-to-brand purchases across multiple countries.

Number of winners:

This award will recognize campaign performance from any region with one winner selected overall.

Selecting your case study story

Select a story of client success on Amazon Ads over the past year (from May, 2022 – April, 2023) that you are most proud of and demonstrates your success in helping your client scale to multiple locals.

Your advertising client may be a vendor, a seller, or an advertiser or does not sell on Amazon. The advertiser featured in your case study can be based in any region, however the campaign strategy you use in your application must showcase how you have supported your advertiser in 3 or more countries to be eligible for an award.

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Technology Innovation

Award



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Technology Innovation Award

Award description:

This award recognizes a partner who was able to build upon Amazon Ads Advanced Tools or ad tech products to develop a scalable technology solution that solves an advertiser need. The winner of this award will demonstrate how they were able to integrate and build with product(s) in an innovative and differentiated way to improve efficiencies.

Successful submissions will include:

- A clear explanation of the methodology used to develop the solution, the technology benefits and the differentiation-that make this technology innovative compared to other solutions available.
- An overview of the scalability of the solution and the advertiser benefits, including an advertiser case study that demonstrates how the solution impacted a client's business strategy and improved results.
- Evidence that the partner utilized at least one Amazon Ads Advanced Tool or Ad Tech solution, such as Amazon Ads API, Amazon Marketing Cloud, Amazon DSP, Amazon Attribution, Amazon Marketing Stream, or Sizmek Ad Suite.
- The products & tools referenced must be publicly available at the time of the 2023 Partner Awards announcement.

Number of winners:

This award will recognize campaign performance in any region with one winner selected overall.

Selecting your case study story

As part of the application you will also be required to provide an example of how the technology drove results for a specific advertiser, whether that be a direct client or through an agency partnership.

Select a story of client success on Amazon Ads over the past year (from May, 2022 – April, 2023) that you are most proud of and demonstrates the value that the technology solution developed brings to your advertising clients to scale and optimize their campaign strategy.

The advertiser featured in your case study may be a vendor, a seller, or an advertiser that does not sell on Amazon and can be based in any region.

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2023

Creative Brand Building



Award

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Creative Brand Building Award

Award description:

This award recognizes a partner who leveraged Amazon Ads' brand building capabilities to deliver an effective and cohesive marketing strategy telling the brand's unique story and helping drive sustained engagement and awareness.

Successful submissions will include:

- An explanation of how the partner developed a holistic, customer-centric strategy to bring their client's brand story to life, leveraging creative ideas and insights to reach relevant audiences and solve their specific challenges.
- Evidence of how the partner utilized an innovative mix of channels and ad products for brand building such as Fire devices, Freevee, Live Sports on Prime Video, Amazon Music, Streaming TV, Twitch, audio ads, custom ads (e.g. on-box advertising), etc.
- Measurable brand experiences that were executed with creative effectiveness, driving impact beyond online retail results, including customer reach, new-to-brand customers, engagement, lift in branded search and brand awareness, impact on brand perception, and offline sales.

Number of winners:

This award will recognize campaign performance from any region and will recognize one winner for their work with an endemic advertiser and one winner for their work with a non-endemic advertiser.

Selecting your case study story

Select a story of client success on Amazon Ads over the past year (from May, 2022 – April, 2023) that you are most proud of and demonstrates your success in helping your deliver a cohesive strategy telling a brand's unique story and help drive business impact.

Your advertising client may be a vendor, a seller, or an advertiser who does not sell on Amazon. The advertiser featured in your case study can be based in any region, however the campaign strategy you use in your application must showcase how you utilized an innovative mix of channels and ad products for brand building. The application must also include creative strategy deck and creative assets from the campaign (high res imagery, video files, or audio files), including creative insights utilized to deliver effective creative.

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Submission process

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Register for Awards Force

The apply now link in the homepage or the Partner Network will direct partners to the submission form that is host by a third party survey software, Award Force.

To begin your application entrants will be asked to:

1. **Enter your chosen email address:** This will be the email address you use to login to Awards Force whilst completing the application. You need to ensure you have access to the inbox as you will need to verify the email address.

2. **Choose a password:** This is your own unique password.

Important note: Only one person can register to fill in an application on behalf of your company. If you are entering alongside another partner, one person will have to take ownership of the submission. This should be the person who registers for Awards Force.



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Application process

Once you registered in Award Force, you can being to complete your Partner Awards application. Each submission, will require its own separate application.

The application process includes 7 main steps

1	2	3	4	5	6	7
Entrant information	Executive summary	Case study story	Advertiser details	Client release form	Supplemental materials	Terms & conditions

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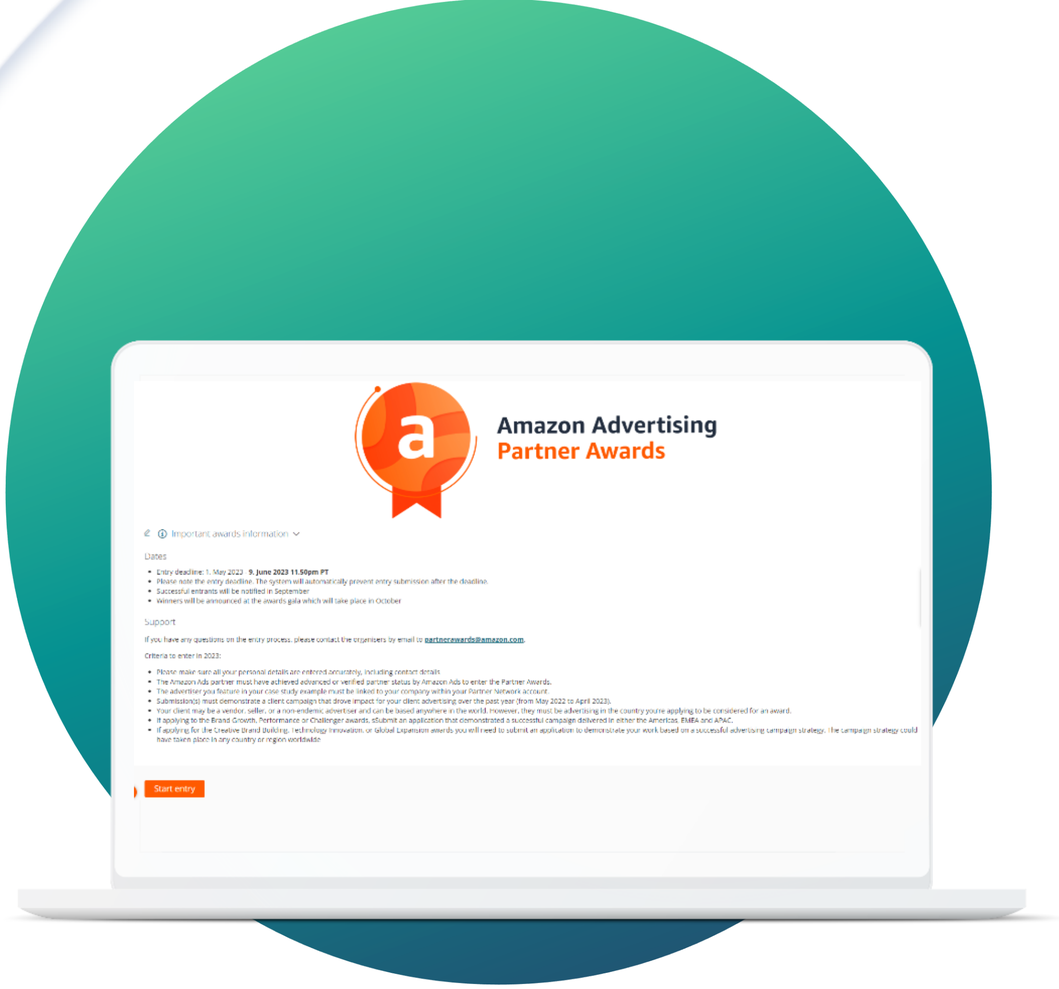
Start your entry

Once you have registered for Award Force, you will be directed to a general information page.

To begin your application follow the following steps.

1. **Start your entry:** Select “start entry” to begin your application.
2. **Select an Partner Awards category:** Select which category, and if applicable, region you are applying for.
3. **Provide a campaign name:** This is chosen by you, but should be something that makes your campaign identifiable.

Important note: Throughout the application you can save your entry and return to it by logging back into Awards Force at any time. Make sure to save each tab before you move to the next or you will lose the information you have entered on the page. Your submission is not entered until you have selected save and submit and will not be counted as an entry until this stage. You must complete all required questions with accurate information as entries will be verified. If you do not submit all the fields required the system will not allow you to submit the entry.



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Contact information

In this step you will be asked to provide your contact information. This will be used to notify you of the status of your entry throughout the submission process.



You will be asked to provide:

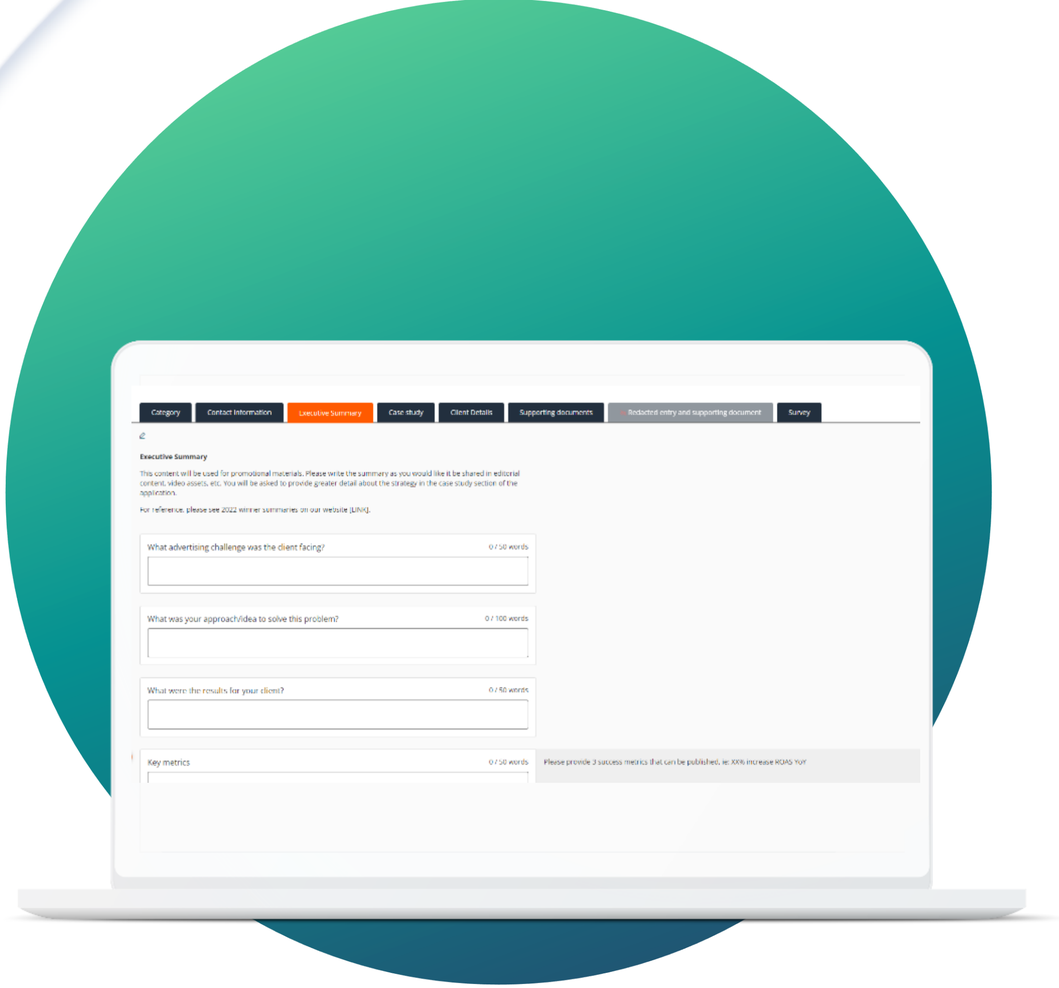
- Legal company name, website, contact email and phone number.
- Indicate if you are an agency, a tool provider or other
- Provide the link to your business website and Amazon Ads partner directory listing.
- Provide any social media handles that your organization would like us to tag if you are named a winner.

Important note: If you are submitting a joint application with another provider, you will be asked to fill in the details of your co-entrant and their business information. Please make them aware of the application and share correct details of the contact and partner you are submitting alongside. This will be the same as above.

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Executive summary

Entrants will be asked to provide no more than 300 words to provide context and an overview of your case study, including why your approach was unique and is an excellent example for the category you are applying.



Executive summary questions:

Questions are different dependent on which category you are applying for. Question include, but are not limited to:

- Overview of the advertiser challenge or the gap that was identified.
- Brief explanation of the approach/solution to this challenge.
- Overview of results/benefits of the advertiser
- High level key metrics.

Important note: You should write the summary as you would like it be shared in editorial content, video assets, etc. If you proceed to finalist or winner stage this is the blurb that will be used to promote your winning case study.

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Case study example

Entrants are required to demonstrate their work by providing a client case study example.

Case study questions:

Entrants will be asked to provide greater detail about the campaign strategy in this section of the application and expand on the overview that has been provided in the executive summary tab.

- Question are different dependent on which category you are applying for.
- If you are entering the Technology Innovation Award there are some further questions to allow us to dive deep on what your technology is, how your solution integrated with Amazon Ads and where and how advertisers can access it. This will form one of the main parts of your application.

Important note: This content will be evaluated by our judging committee. Entrants should **not** reference the name of their company or any information that makes them identifiable. Only the advertiser's name should be referenced.



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Advertiser details

In order for us to validate your campaign, we require all entrants to provide the following client details in the submission form.

You will be asked to provide:

1. Business name of the advertiser represented in the case study.
2. Advertiser Legal Entity ID number.
3. Customer testimonial (optional),

Important note: This information is required even if you are submitting your case study blinded (i.e., keeping the advertiser's name anonymous if recognized as a winner).



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Client Release

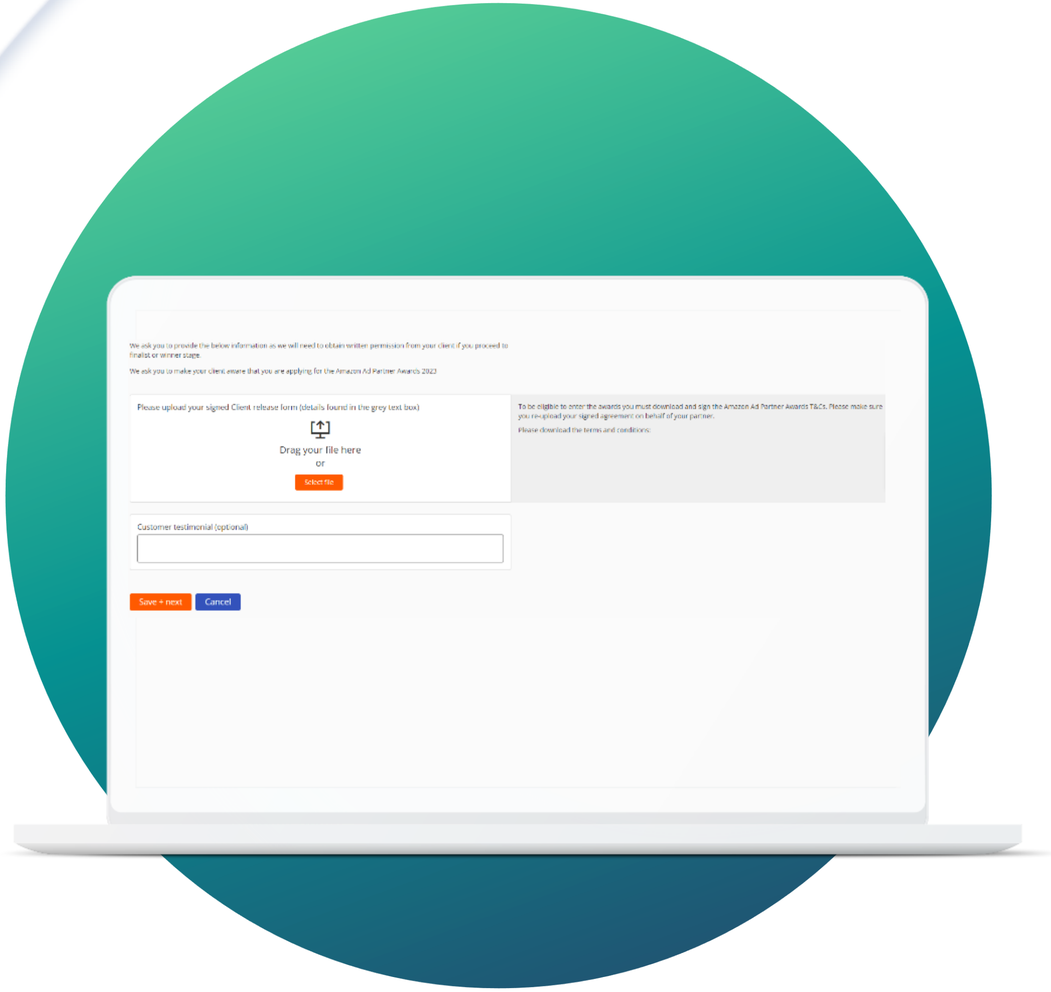
Each client requires a client release form, unless you are applying to the Technology Innovation Award, in which you may submit a case study that is blinded (e.g., does not feature any brand names, etc.).

Steps to complete client release form:

1. Download the client release form in the application.
2. Share with your client to sign.
3. Upload the executed client release form to your application.

You will be asked to upload this in the advertiser details section. This will need to have the advertiser details filled in and the advertiser accept and sign the document for you to upload.

Important note: If you are listed as a finalist, and you submission is not blinded, you will be required to have a signed client release form in order to advance to the winner selection round.



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Supplemental Materials

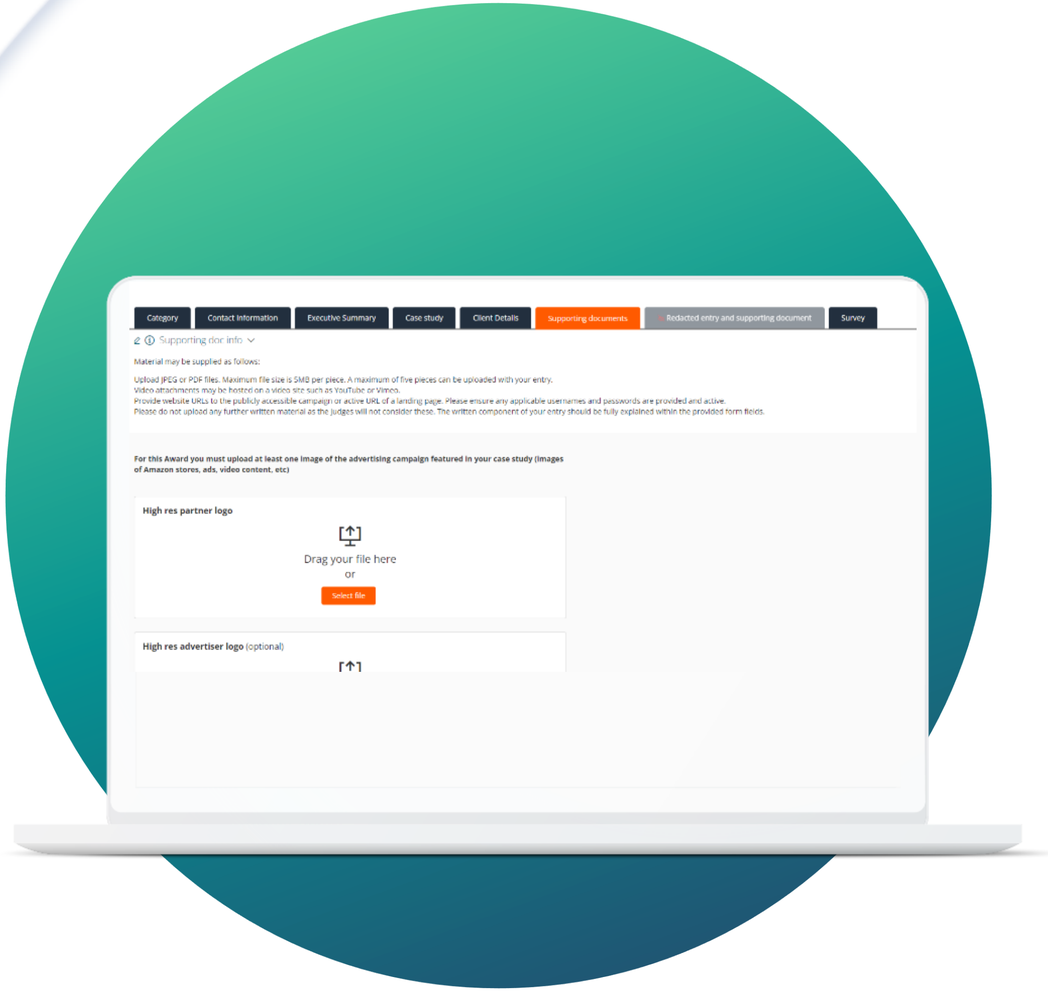
You will be required to upload **at least one** supporting materials.

Supporting materials can include:

- Snap shots from the campaign.
- Video or audio assets for the campaign.
- Graphs or charts to show performance.

You may upload these files into the tab labelled supporting documents on Awards Force.

Important note: These documents should be completed **without** identifiable personal or business details and should not include any individual persons' names.



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Terms & Conditions

All entrants will be asked to provide a digital signature within the submission form to indicate that they acknowledge and agree to the Amazon Ads terms and conditions.

Preview terms and conditions:

You can preview the terms and condition here

Important note: If you wish to enter alongside another partner, you will need to identify who will lead inputting the submission in Awards Force, as only one applicant can register. The partner who is **not** entering the submission will need to sign terms and conditions (these are also available to download in the application) so we can ensure they are happy for their co-entrant to apply on behalf of them. This is required to be signed and uploaded as part of their application.



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Application check list

Here is a check list of the items that you will need to submit your application

✓	Verified or advanced partner status
✓	Partner directory link
✓	Relevant client example
✓	Linked advertiser in the Amazon Ads Partner Network
✓	Timeframe of the campaign
✓	Advertiser entity ID number
✓	Client release form
✓	Supplemental materials to support your application

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Selection process

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Selection Process

The judging process examines every aspect of a campaign from concept to application, to results. Every Amazon Ads partner that enters the awards will be judged by our panel of selected judges across Kantar, IAB, and Amazon Ads and judged purely on the contents of their entry file.



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Judging Criteria

Judges will look at the following criteria when scoring each partner submission

Judging Criteria

- Customer obsession and overall business impact.
- Quality of entry: was the entry clear, descriptive and informative.
- Level of difficulty of the challenge or problem that the entrant solved for. Innovation in the entrant's advertising approach.
- How the approach demonstrates excellence with Amazon Ads products. Results delivered base on the clients objectives.

The list above is not a hierarchical list and the judging panel may attribute different weights to the different criteria.



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Entry Tips

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Writing your entry

To learn more about the Amazon Ads Partner Awards, or to gain inspiration for your submission, check out the 2022 winners



Client case study:

Select a story of a client success from the past 12 months (May, 2022 – April, 2023) for a minimum of two weeks that you are most proud of. Clearly explain your client's situation or challenge, and the goals that you were tasked to achieve. Outline the strategy that you determined, what actions were taken, and the results that were achieved. A successful case study will be concise and focused on strategy, methods, tools and metrics.

In your case study story, be sure to provide:

Campaign objectives

What as the specific challenge that your client wanted to solve through this campaign? What other marketing objectives were they focused on?

Campaign Strategy

Elaborate on which Amazon Ads solutions were used and why. In addition to articulating the core idea behind your effort, consider referencing any customer or market research that may have inspired it, or how you utilized insights or measurement via Amazon Ads solutions to optimize and scale your strategy.

Campaign Results

Elaborate on the campaigns KPI's in relation to your original objectives. Include what data sets were used to evaluate the effectiveness across the varying stages of the funnel pre and post campaign, and how they were measured.

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Entry Best Practices

Judges are looking for entries that are inspired, impactful, and effective. The application and case study story are an opportunity for you to highlight one or many quantitative successes achieved.

Golden rules:

- Be accurate. Claims must be substantiated.
- Write concisely and clearly.
- Complete your application in English, Chinese, or Japanese and use language that is easy for the judges to understand.
- Don’t use acronyms, write out all proper names.
- Don’t endorse or disparage other companies or their products or services.
- Do not share any client information, unless you have written consent.
- Ensure your entry is in compliance with Amazon Ads marketing guidelines

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Entry Tips

Key items to keep in mind as you are developing your award entry

1

Follow the entry instructions

The awards website and entry form includes full instructions on how to enter and you should also read the ‘Terms & Conditions’ of entry. Take note of the format your entry needs to be in, the time limits for work entered, the deadline date, the word count. All entries should demonstrate work that has taken place over that past year May, 2022 – April, 2023.

2

Pick the right category

Read each award description to determine if that is the right category for you. Remember that you aren’t restricted to entering one category. You may enter into as many categories as you wish, but you may only use your client example once. Do ensure you tailor each entry form to the specific criteria.

3

Link your results to your objectives

Make sure your results match your objectives. Ensuring the goals that are laid out in the beginning of the entry are measured in the results section will help the judges understand the success of your work.

4

Read the judging criteria

Ensure your entry covers the judging criteria for the category you are entering, provide a detailed responses for your category, and provide a relevant client case study story. Judges can only mark you on what is included in your entry form so make sure all important information is included and all criteria adhered to.

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Entry Tips

Key items to keep in mind as you are developing your award entry

5

Get the judges attention

Tell a compelling story that is insightful for our judges. Remember the judges will be reading a large number of entries, so you need to make sure your entry is memorable. Give your story a beginning, a middle and an end by detailing what the problem was and how you solved for it. Complete the story with a picture, provide assets that demonstrate your work. If you campaign included video, we want to see it. If it included audio, let us hear it.

6

Show clarity of thought and avoid jargon

Write in clearly, concisely and avoid jargon. Tailor the content to the audience and purpose. Use language that is easy to understand and tells an engaging story.

7

Show your expertise’s of Amazon Ads products

Judges want to see some proof of what you’ve achieved - specific details make your entry stand out. Make sure you back up your story with quantified results and how it was measured. Use industry known measurement terms when quantifying the effectiveness of your strategy such as return on ad spend, new-to- brand, click through rate, etc.

8

Support your results with evidence

Judges want to see some proof of what you’ve achieved - specific details make your entry stand out. Make sure you back up your story with quantified results and how it was measured. Use industry known measurement terms when quantifying the effectiveness of your strategy such as return on ad spend, new-to- brand, click through rate, etc.

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Entry Tips

Key items to keep in mind as you are developing your award entry

9

Credibility and trustworthiness

Don’t make assumptions (stretch the truth), since the release of false information can damage the client relationship, plus your company’s. Finalists and winners may be asked to provide sources for their results, so please ensure your entry is factual.

10

Cite work that is repeatable

Provide a story that can be repeated and scaled to other clients. This is an opportunity to showcase your work to advertisers, don’t cite work that is not achievable to at least 10% of your clients.

11

Gain client approval

If you are submitting work on behalf of a client, make sure they are happy for you to do so. Each client case study that includes a brand by name will require a client release form.

12

Highlight relationships

Highlight how your partnership with the client has contributed to your success and overall customer experience. If you worked with an agency or solutions provider, you can showcase the collaboration as well. Show how other clients can benefit from partnerships like this.

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Award Recognition

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Partner Awards promotion

See just some of the ways that previous Amazon Ads award-winning partners were recognized.



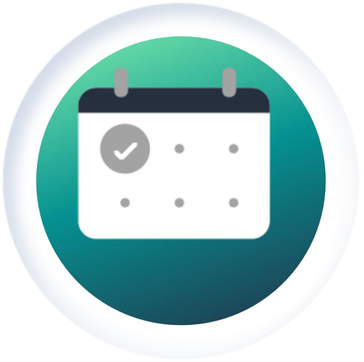
Social

Organic social media announcing finalists and winners.



Video case studies

Amazon-hosted video interviews with winners.



Events

Highlighted at key events including Cannes, Amazon Ads unBoxed and Accelerate.



Editorial coverage

Editorial coverage in trade publications, including Campaign.



Email newsletters

Spotlighted emails announcing to advertisers.



Blog posts

Announcement Amazon Ads blog posts and press outreach.

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Partner Awards Digital Award Trophy

Receive validation from Amazon Ads for your success with a Partner Awards trophy and a digital trophy badge to place in your marketing collateral.

Partner Awards digital trophies:

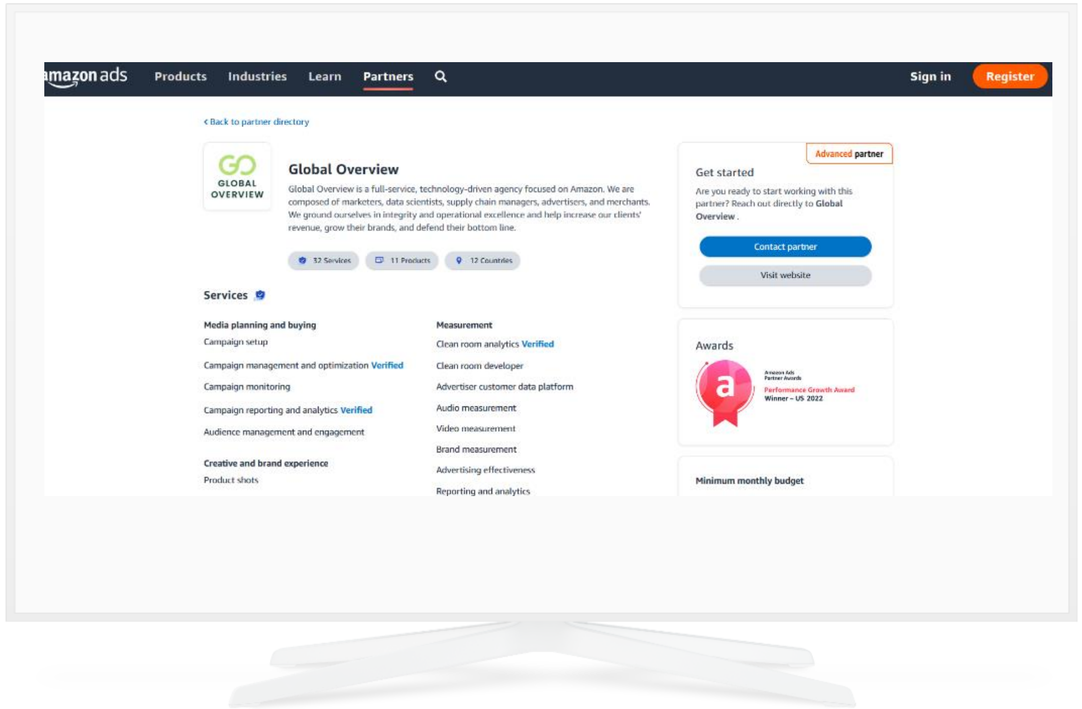
Finalist and winners will both have the opportunity to showcase their success by displaying their award status and digital trophy badge within their partner directory page and in their own marketing collateral.

Example winner digital trophy



Example finalist digital trophy





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Partner Awards Gala

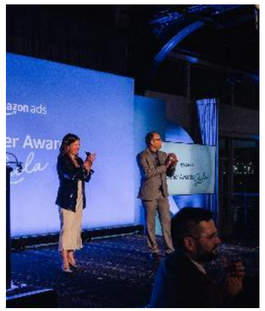
All finalists and winners will be invited to the 2nd Annual Partner Awards gala. The event will be an evening of celebration, networking and fun, with partners, advertisers and Amazon Ads leadership.

Check out highlights from the 2022 Partner Awards Gala









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Apply Today

Visit the Partner Awards homepage

https://advertising.amazon.com/partner-awards

amazon ads

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