

## 2023 EXCELLENCE IN INTERACTIVE MARKETING AWARDS

### — CATEGORY AWARDS

#### 1. MOST EFFECTIVE DIRECT RESPONSE CAMPAIGN

Awarded to the direct response campaign that most effectively generated leads or sold a product or service. Effectiveness is measured by showing evidence of exceeding benchmarks or industry standards.

#### 2. MOST EFFECTIVE INTEGRATED MARKETING CAMPAIGN

Awarded to the integrated marketing campaign that most effectively developed an omnichannel strategy. Effectiveness is measured by showing evidence of exceeding benchmarks or industry standards.

#### 3. MOST EFFECTIVE MULTICULTURAL CAMPAIGN

Awarded to the multicultural campaign that most effectively developed a diverse and inclusive strategy. Effectiveness is measured by showing evidence of exceeding benchmarks or industry standards.

#### 4. MOST EFFECTIVE BRAND AWARENESS CAMPAIGN

Awarded to the brand awareness campaign that most effectively developed an interactive or engaging strategy. Effectiveness is measured by showing evidence of exceeding benchmarks or industry standards.

#### 5. MOST INNOVATIVE CREATIVE CONTENT

Awarded to the creator(s) that developed an innovative or experimental form of content. Innovation is measured by showing evidence of trend-setting creativity and outside the box thinking.

#### 6. MOST INNOVATIVE SEARCH CAMPAIGN

Awarded to the search campaign that developed and/or executed an innovative strategy. Innovation is measured by showing evidence of trend-setting creativity and outside the box thinking.

#### 7. MOST INNOVATIVE SOCIAL MEDIA CAMPAIGN

Awarded to the social media campaign that developed an innovative and engaging strategy. Innovation is measured by showing evidence of trend-setting creativity and outside the box thinking.

**INDIVIDUAL AWARDS - SEE NEXT PAGE**

— **INDIVIDUAL AWARDS**

**8. MARKETER OF THE YEAR**

Awarded to the marketer who exemplifies extraordinary leadership and continuously delivers stellar marketing campaigns with exceptional results. Requires a minimum of two (2) years' experience and is a positive role model serving our DFW community. **\*NO FEE**

**9. AGENCY SUPERVISOR OF THE YEAR**

Awarded to the agency director or supervisor who exemplifies extraordinary leadership and continuously delivers stellar marketing campaigns with exceptional results. Requires a minimum of two (2) years' experience and is a positive role model serving our DFW community. **\*NO FEE**

**10. AGENCY PLANNER/BUYER OF THE YEAR**

Awarded to the agency planner or buyer who exemplifies extraordinary passion and continuously delivers stellar marketing campaigns with exceptional results. Requires a minimum of two (2) years' experience and is a positive role model serving our DFW community. **\*NO FEE**

**11. MEDIA SALESPERSON OF THE YEAR**

Awarded to the media salesperson who exemplifies extraordinary passion and dedication to delivering results for their agency and client partners. Requires a minimum of two (2) years' experience and is a positive role model serving our DFW community. **\*NO FEE**

**12. ACCOUNT MANAGER OF THE YEAR**

Awarded to the account manager who exemplifies extraordinary service and dedication to delivering results for their agency and client partners. Requires a minimum of two (2) years' experience and is a positive role model serving our DFW community. **\*NO FEE**

CONTACT > [EVENTS@dfwima.org](mailto:EVENTS@dfwima.org) for more information

SPONSORSHIP OPPORTUNITIES > [COMMUNITY@dfwima.org](mailto:COMMUNITY@dfwima.org)