

# Premier Partner Awards 2018 Application Handbook

Application guidance



Google Premier Partners bring innovative digital marketing solutions to their clients every day. The Premier Partner Awards 2018 are here to recognise and celebrate the great work of these partner agencies.

All of the information you need to turn in a great application is right here in this handbook. When you're ready, visit [g.co/premierpartnerawards/AUNZ](http://g.co/premierpartnerawards/AUNZ) and apply. Make sure you get your application in before the **29 June 2018** deadline.

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# The awards

The Premier Partner Awards 2018 are here to honour great work in digital marketing.



## Search Innovation

Awarded for expertise and innovation with Google search ads. Examples include creative uses of auto-bidding or optimising beyond the last click to help clients achieve their goals online.



## Shopping Innovation

Awarded for expertise and innovation with Google shopping ads. Examples include creative uses of showcase shopping ads to boost sales.



## Display Innovation

Awarded for expertise and innovation with Google display ads. Examples include creative uses of in-market and similar audiences to help clients achieve their goals online.



## Video Innovation

Awarded for expertise and innovation with Google video ads. Examples include creative uses of formats such as bumper ads or 360° ads to help clients achieve their goals online.



## Mobile Innovation

Awarded for expertise and innovation with Google mobile ads. Examples include creative uses of cross-device and universal app campaigns to help clients achieve their goals online.



## Growing Business Online

Awarded for expertise in helping clients get online, stay online and grow online. Examples include setting up mobile-friendly websites, search campaigns and ad extensions.

Apply at [g.co/PremierPartnerAwards/AUNZ](https://g.co/PremierPartnerAwards/AUNZ) before 29 June 2018.

# How to apply

Follow these three steps:

## 1 Review this entire guide

Before you apply; make sure that you read this handbook all the way through. You will find award details, submission requirements and tips to help you put your best foot forward when applying.

## 2 Prepare your application

You will need a client case study and respond to questions for each award submission. Make sure that you plan ahead and have enough time to complete each application with your team as well as get the case study release form e-signed by your client.

## 3 Apply online

Applications close 5 PM AEST on June 29, 2018. Mark your calendar now so you don't miss the deadline. The shortlist for each award will be announced on August 27, 2018.

Apply at [g.co/PremierPartnerAwards/AUNZ](https://g.co/PremierPartnerAwards/AUNZ) before 29 June 2018.

# Application tips

Tell your story; make it compelling and insightful for the judges.

## Tell us your story

Before telling us about your campaign, we want to hear about you. Make sure that you share what makes your company unique. Include key facts and figures like the type of clients you work for and how many people you employ. The best submissions tend to be written from the business owner's perspective.

## Tell us what makes you tick

The application has space for you to tell us about two areas of your business:

### **Technology**

What technology solutions keep your business sharp? You might call out how you track non-last-click attribution, deliver deep audience targeting or implement automation capabilities. A previous winner of the Shopping Innovation Award used machine learning to interrogate vast amounts of data and get better results.

### **Innovation**

Describe how your company stays ahead of the pack and what that means to clients. Include examples of how you use the latest Google ad formats. A previous winner of the Video Innovation Award tested between two and five campaigns and targeting methods each month to make sure that their clients were always getting the best results.

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## Bring your campaign to life

Give the story of your campaign a beginning, middle and end. Tell us the problem you faced, how you solved it and the results achieved.

Call out where you used performance marketing best practices like audience targeting, non-last-click attribution and automation to deliver this great work.

Make sure that the judges see how great your advertising is. For example if your campaign creative involved video, let's see the actual video not just screen grabs.

Consider making your case study a video using a link to a video hosting platform like YouTube. Just make sure that it still contains all of the elements listed in the application.

## Approach each award differently

Don't be tempted to copy and paste your company's backstory across different entries. Instead, think about approaching each application individually and shaping the answers around the award that you're applying for. Invest time to make your application shine!

Refrain from linking to folders or additional documents as they will not be considered in the judging process. Make sure that everything you want to share is within the case study and your responses.

## Answer every question

Every year we see applications with incomplete fields or whole sections missing. Make sure that you fill in all the blanks and that your release forms are in place.

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# Choosing the winners

Here's how the selection process works.

All Premier Partners who apply for the awards will be judged based on the contents of their entire application packet.

First we will review account and campaign-level metrics to benchmark your company's success. Then our independent third party Deloitte, will review all applications including the client case study to determine the finalists. Finally, a panel of judges including Google executives will select the winner from the finalist pool. The finalists for each award will be announced on [g.co/PremierPartnerAwards/AUNZ](https://g.co/PremierPartnerAwards/AUNZ) on 27 August 2018.

Winners will be announced at an award ceremony in October.

For more details on the judging process, please visit [g.co/PremierPartnerAwards/AUNZ](https://g.co/PremierPartnerAwards/AUNZ)

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# Eligibility requirements

To be considered for any of the awards, your company must meet the following requirements:

- Currently have the Google Premier Partner Badge
- Currently have the Google Partners [specialisation](#) for the award type you are applying for (for Product Innovation awards only, not the Growing Businesses Online award)
- Share a client case study demonstrating your work
- Provide a client-signed [case study release form](#)
- Submit a series of short responses to tell us more about your company. You will need to elaborate on how these areas contribute to or support your success:
  - Why your company deserves this award
  - How innovation at a company level and within campaigns fuels your success in the award category
  - How your company's use of technology drives your success in the award category
- Complete the full application; responses to all questions will be used in selecting finalists and winners

See the [terms and conditions](#) for the full eligibility requirements.

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