

# Premier Partner Awards 2018 Application Handbook

Guidance for effective applications



Premier Google Partners brings smart and innovative solutions to their clients every day. The Premier Partner Awards 2018 are here to show appreciation for all their great work.

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/emea](http://g.co/premierpartnerawards/emea) 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/emea](https://g.co/PremierPartnerAwards/emea) 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'll need to write a few essays and a client case study for each award you apply for. 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 signed by your client.

## 3 Apply online

Mark your calendar so that you [apply](#) no later than 5.00 p.m.PT on 29 June 2018. We'll announce the finalists for each award on 27 August 2018.

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# Application tips

Tell your story and 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, share the full video with us.

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. It might take some extra focus, but each entry will be better able to demonstrate what makes your team's work great.

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.

## Show off your non-Google campaigns

What else have you been working on recently? It doesn't have to be tech-related — we're curious to see great work from all channels. Don't worry about going into too much detail; be mindful of your time - but we'd love a well rounded view of your business.

## 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'll 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 regional judges and senior Google employees will select the winner from the finalists pool. The finalists for each award will be announced on 27 August 2018.

Winners will be announced via email and in-person at regional events between October and December.

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

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# Eligibility requirements

To be considered for any of the awards, your company must satisfy the following.

Requirements:

- Currently have the Premier Google 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 essays to tell us more about your company. You'll 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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