

CONDITIONS OF PARTICIPATION

March 16th, 2020

The Austrian Influencer Marketing Award selects the best influencer channels and marketing campaigns in ten different categories.

The trophies and awards will be awarded during the 4Gamechangers Festival on April 1st, 2020 (postponed to September 9th, 2020).

Nomination of Influencers

Every Austrian citizen is entitled to nominate an influencer in one of the five influencer categories online on the website. The nomination is free of charge and without obligation. Only one nomination is permitted per category.

In the course of the AIMA, the term “influencer” will be broadened. Not only lifestyle bloggers can be named as influencers, but all people who spread long-term and sustainable influential content in digital media. For example: athletes, bloggers, musicians, artists, actors, authors or private individuals.

Nominations can be submitted in the following categories:

- Best Instagram
- Best podcast
- Best Twitch
- Best Tik Tok
- Best Youtube

All nominations are submitted to an independent jury of experts, who collectively select a shortlist of 3 nominees in the respective categories. Those nominees will be published in advance.

All shortlist nominees receive a certificate and free admission to the award show (including an accompanying person).

The winners are then determined by evaluating a 10-point system in 5 evaluation categories (see below).

The winner in each influencer category receives a “golden hashtag” trophy and a certificate.

Submission of Influencer Campaigns

We are looking for the best influencer campaigns in the country. We value authenticity, high interaction rates and credible content. Promotional messages can be conveyed in a charming and credible way too. In the social media area of Austria’s advertising landscape, more and more companies are relying on cooperations with influencers.

We pay tribute to the most credible and authentic implementations by Austrian advertisers. The campaigns focus on authentic content and the most organic possible interaction with the respective target group.

Only campaigns from January 1st, 2018 to March 31st, 2020 (extended until July 31st, 2020) by Austrian companies based in Austria are permitted to submit entries. Submitters can be customers, influencers, clients, companies, media agencies, influencer networks, individuals or the implementing advertising agency.

The submission is subject to a fee of € 190 per category. With the conditions of participation, the submitter also accepts the general terms and conditions. The submission must be within the period February 6th - March 15th, 2020 (extended until July 31st, 2020). All submissions will only be considered once the payment has been received.

The submitter must ensure that they coordinate with customers, agencies, influencers and any campaign partners and have all rights of use of the submitted material. The consent of all partners involved in the campaign must be documented in writing on request.

The organizer is entitled to publish all submitted documents on the channels (online and offline) at the awards show or for press purposes.

The submission is made exclusively via the website and the online form. Campaigns submitted elsewhere will not be considered.

Categories

Best influencer campaign

Campaigns that include various channels, integrate several influencers, use online and offline activities and are characterized by an optimal content mix.

Best Branded Partnership

Long-term cooperation using multiple topics and incorporating different product groups.

Best Branded Online Video

The best moving image content is chosen with an integrated advertising message on an influencer channel. The integration of products or services must be as authentic as possible and correspond to the content of the influencer channel.

Best influencer event

A wide-reaching event format is selected, including various influencers and channels - both exclusive events and public events in which influencers are integrated.

Best product sample

Best stand-alone product sample regardless of channels, including an advertising message. The sample can be provided in the form of a product or a service and must have been advertised on a social channel (Instagram Stories & Postings, Snapchat, Youtube, Podcast, Blogposting etc.).

Jury of Experts & Evaluation

AIMA honors the country's most outstanding influencer campaigns based on various evaluation criteria.

Not only interactions, growth, commitment and creative content are crucial campaign characteristics, but in particular the positive influence on the audience.

The submissions are presented to a jury of experts, which is made up of industry representatives and evaluates the campaigns from the following points of view independently and neutrally.

The evaluation is carried out using a 10-point system in the 5 evaluation categories:

- Idea & Concept
- Relevance
- Creativity & Innovation
- Implementation
- Reach

The jury will be presented to the public in March 2020 (postponed to August 2020). The organizer is responsible for selecting the persons concerned.

The jury nominates 3 submissions in each category for the award show. These will be published online prior to the award and will each receive 2 tickets to the award show.

The winners in the individual categories are determined by the jury's evaluation and the points system.

The winners will receive a trophy, which will be given to the submitter. This trophy symbolically rewards all, influencers themselves, clients and partners.

Objections to the jury decisions are not permitted after the evaluation process has been completed. The judges' decision is final.

All personal data are only used for internal purposes and jury decisions and will not be passed on to third parties.