

Sample form, not for offline completion.

Visit <https://nominate.microsoftadvertisingawards.com> to enter.



Generative AI Innovation Award

Awarded to a partner who has successfully leveraged Microsoft's AI solutions to optimize their digital marketing campaigns and drive business outcomes. A successful entry should demonstrate how they have used Copilot to deliver impact for their business and customers; whether it be a solution to a complex business problem, or a simple innovation that increased customer satisfaction.

Eligibility:

Your company must be an **Elite** or **Select** tier partner in the Americas, EMEA, or APAC, and enrolled in the Microsoft Advertising Partner Program to be nominated for an award. Nominations must be submitted by **July 31, 2026, at 11:59 PM Pacific Time**.

Please select your category carefully. You can submit a nomination in more than one category but please make-sure you submit a different nomination/story for each new submission.

To begin your nomination:

- Select the **region** you are submitting for.
- Select the **award category** you are nominating yourself or organization for.
- Enter the **name of the organization** that the nomination is being submitted for.
- Click **Save + next** to continue or you can save and come back to your entry by clicking **Save + close**.

In order to complete your nomination, ensure you click **Submit entry** to finalize. **In progress nominations will not be eligible.**

You can use our [playbook](#) to help you with creating your nomination.

[Microsoft Privacy Statement](#)

Organization/Partner Name

Please fill out the following information for your company:

- Please select your **Partner type** (agency, channel partner, curator partner, supply partner or technology partner) and **Partner Program Tier** of the organization you are nominating.
- Select the **Country** your organization operates in.
- Enter a **Contact Name** for your nomination. **Job Title** is optional.
- You may optionally provide your organization's **LinkedIn** and/or **Instagram** information.

Partner Type

▼

Agency

Channel Partner

Supply Partner

Technology Partner

Partner Tier

▼

Select

Elite

Only open to Elite and Select partners currently enrolled in the Microsoft Advertising Partner Program. Partner tier partners are not eligible and will be disqualified.

Country

Contact Name

Please insert the name of the person submitting the nomination or the main contact person for your organization.

Job Title (optional)

Organization LinkedIn Profile (optional)

Organization Instagram Handle (optional)

Have you taken the Marketing with Purpose course? (optional)

☐ Yes

☐ No

View the [Marketing with Purpose](<https://about.ads.microsoft.com/en/resources/discover/marketing-with-purpose>) page for more information. It is not a requirement to take the Marketing with Purpose course, but if you have, please let us know! The Marketing with Purpose course is currently being updated. [Learning Lab](<https://about.ads.microsoft.com/en/resources/training-certification/learning-lab>) is your one-stop shop for all your Microsoft Advertising training needs. Check out this space for current training opportunities until the updated Marketing with Purpose course goes live.

Are you submitting this nomination on behalf of someone else?

▼

Yes

No

For example a partner, client or co-worker.

WE CAN'T WAIT TO HEAR MORE ABOUT YOUR STORY!

Please complete the following sections and provide details of your story. Remember not to exceed the word count for each of the following fields. (Total word count 750)

Nomination Title

20 words

Enter the Title Name of your nomination - how you wish to be listed in case you get published as finalist or winner. We recommend the following format: "PARTNER NAME – Campaign Name/Customer Name"

Business Challenge or Opportunity

150 words

What was the business challenge or opportunity that was faced by the individual, team or organization? For the Marketing with Purpose Award, we are specifically looking at how you saw an opportunity to make purpose driven impact. Please remember to use as many specific quantifiable and substantiated results as possible.

Goals and Strategy

250 words

Share with us the goals that you were trying to be achieve. What was the wider strategy developed to achieve the objectives by the individual, team or organization and where relevant, how did you partner with Microsoft Advertising? For the Marketing with Purpose Award, we are specifically looking at what steps you took to create purpose driven impact. Please remember to use as many specific quantifiable and substantiated results as possible.

Implementation and Results

250 words

Share how the individual, team or organization implemented the strategy. Give details of creativity, innovation and partnership. What were the results and how do they link back to your business challenge, goals and display best practice? For the Marketing with Purpose Award, we are specifically looking at the results and how you implemented purpose driven impact. Please remember to use as many specific quantifiable and substantiated results as possible.

Summary

100 words

In 100 words describe why this entry deserves to win this award.

Material may be supplied as follows:

1. Upload JPEG or PDF files. Maximum file size is 5MB per piece. A maximum of five pieces can be uploaded with your entry.
2. Video attachments may be hosted on a video site such as YouTube or Vimeo.
3. Provide website URL's to the publicly accessible campaign or active URL of a landing page. Please ensure any applicable usernames and passwords are provided and active.
4. Please do not upload any further written material as the judges will not consider these. The written component of your entry should be fully explained within the provided form fields.

