

# Native Advertising Awards 2017 open for entries

Entries to the Native Advertising Awards 2017, presented by The Native Advertising Institute, are now open. The awards aim to acknowledge and reward great native advertising and promote inspiring, effective and creative work that helps organisations worldwide achieve their goals and tell great brand stories in a non-disruptive way.



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The awards include 31 categories under the themes: organisation, strategy, channels and formats. The Native Advertising Awards honour print and digital native advertising and is the largest international award programme dedicated to native advertising.

The awards are open to all media companies, brands, organisations, companies, agencies and studios engaged in producing native advertising, from any country in the world. All entries must include work created and/or published in 2016/2017.

Sponsors of the Native Advertising Awards are not eligible in categories they sponsor. All entries must be in by 12pm CEST (Copenhagen, Denmark) on 17 July 2017. Entrants pay €195 per entry and entries are considered pending, and will not be eligible for judging until payment is received. Entrants will receive a notification once their payment is registered in the system. Deadline for last payment is 21 July.

## Choosing Categories

You can submit entries in multiple categories if relevant. An entry fee for each category still applies. The jury reserves the right to alter your entry to fit the category, if needed. These are the categories for entry.

## Organisation

- Native Advertising Agency/Studio of the Year (under 20)
- Native Advertising Agency/Studio of the Year (over 20)
- Native Advertising Marketer of the Year
- Brand of the Year
- Programmatic Platform/Network of the Year
- Native Advertising Platform/Network of the Year

## Strategy

- Best Native Advertising Strategy
- Most effective Native Advertising Campaign
- Most creative Native Advertising Campaign
- Best integrated Program (Omni-channel integration)
- Best Mobile Strategy

## Channel

- Best Use of Programmatic
- Best Use of Influencer
- Best Use of Slideshare
- Best Use of LinkedIn
- Best Use of Facebook
- Best Use of Instagram
- Best Use of Twitter
- Best Use of YouTube
- Best Use of Print Media
- Best Use of AFP Broadcast
- Best Use of Online Media
- Best Use of AFP Web TV
- Best Use of Podcast
- NEW: Best in-app/in-game Native Advertising
- NEW: Best Use of Native Advertising in Virtual or Augmented Reality

## Format

- Best Use of Infographic
- Best use of video
- Best use of text
- Best use of audio
- Best series of sponsored articles

## The jury

The jury is curated across nations and continents and counts relevant professional qualifications and skill set. Jury members are chosen based on their experience in the field of native advertising. Jury members from agencies, studios, vendors and platforms are not eligible for judging in categories where entries from their own workplace have been submitted. This rule will be honoured at all times.

For more information, contact NAI by clicking [here](#).

For more, visit: <https://www.bizcommunity.com>