



Premier Partner Awards 2019

Entry Handbook

Your guide to effective award entries

Google Premier Partners use their expertise to deliver clever and innovative digital campaigns every day. In this handbook you'll find all the information you need to make your entry stand out.

When you're ready to enter, visit g.co/PremierPartnerAwards

You have until June 29, 2019 to submit your entry.

Contents

- 01 [The categories](#)
- 02 [How to enter](#)
- 03 [Entry tips](#)
- 04 [Preparing your documents](#)
- 05 [Writing your case study](#)
- 06 [Case study template](#)
- 07 [Choosing the winners](#)
- 08 [Eligibility requirements](#)



Enter at g.co/PremierPartnerAwards before June 29, 2019

01

The 2019 Award categories

Celebrating excellence in digital marketing

This year we will be awarding the best in class across six specialist disciplines. As a Premier Partner, you are invited to enter the awards in as many categories as you wish. Please make sure that you complete a separate entry for each award you enter.



Search Excellence

Presented to the Premier Partner that demonstrates this year's best use of Google Search Ads. All finalists will prove themselves as experts with creative and innovative uses of auto-bidding or optimizing beyond the last click.



Display Excellence

Awarded to the Premier Partner that presents this year's best use of Google Display Ads. All finalists will prove themselves as experts, by growing their clients with clever and creative uses of the audience features in the Google Display Network.



App Excellence

To become a winner or finalist in this category, Premier Partners will demonstrate how they have used App campaigns to grow their clients' businesses. App campaigns are key to finding new users valuable for their customers and helping them increase app installs.

01

The 2019 Award categories



Shopping Excellence

This award will celebrate the Premier Partners that creates this year's most innovative Google Shopping Ads. Finalists will showcase creative expertise with a campaign full of Ads that have boosted client sales.



Video Excellence

This category will showcase this year's most creative Google Video Ads. By demonstrating both a flair for the format and results for clients, we'll look for the most innovative films in specialist formats, such as bumper Ads or 360° video.



Growing Businesses Online

The Premier Partner that demonstrates an unrivalled expertise in business growth online will walk away with this prize. All finalists will have a proven track record in helping clients reach the next level. From becoming mobile friendly to tapping into a new customer base.

02

How to enter

Follow these three steps

Read this entire handbook

Make sure you read it all the way through before you enter. You will find crucial information on each award, how to tell your case study stories and the required file formats for your entry.

Prepare your entry

You'll need to provide a case study for each award you enter – and craft detailed answers to several questions. Please plan ahead, by dedicating time to complete each entry and ensuring that each case study is signed off by your client.

Enter online

We should receive all entries no later than midnight on June 29, 2019, so mark your calendar. All finalists will be announced on August 29, 2019.



03

Award entry tips

Tell a compelling story that is insightful for our judges

Share your company's story

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

What makes you tick?

Demonstrate how your business embraces technology and innovation.

Which technologies keep your business sharp?

You might highlight how you track non-last click attribution, deliver deep audience targeting, or implement automation capabilities. For instance, a previous winner of the Shopping Excellence Award used machine learning to interrogate vast amounts of data to achieve better results.

How does your company innovate to stay ahead of the pack?

We want to hear examples of how you use the latest Google Ad formats – and what that means for your clients. A previous winner of the Video Excellence Award tested multiple campaigns using targeting methods to ensure their clients always got the best results each month.

03

Award entry tips

Tell the story of your campaign

Give it a beginning, a middle and an end. What problems did you face? How did you solve them? And what were the results?

Detail all your clever uses of individual features. How did you use audience targeting, non-last-click attribution or automation to get your results?

Show the judges how great your advertising is. For example, if your campaign creative involved video, don't just send us a series of screengrabs. Let us see the actual video.

Consider presenting your case study as a video. When you complete your entry, you'll have the option to simply share a link to a video on a hosting platform such as YouTube. Please make sure your video contains all the required elements for your award entry.

Approach each award entry differently

Don't be tempted to copy and paste your company's backstory across different entries. Instead, think about approaching each entry individually and shaping the answers around the award you're entering. It may take a little more time, but each entry will become a more considered demonstration of why your work could be awarded as best in class.

Please do not link to any folders or additional documents with your entry. They will not be considered in the judging process. Make sure everything you want to share is within the case study and your responses.

03

Award entry tips

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. But don't worry about going into too much detail.

Answer every question

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



Enter at g.co/PremierPartnerAwards before June 29, 2019

04

Preparing your entry documents

You'll need to share 3 files for every award you enter. Here is all the information on what you need to put together.



Your case study document

Please make sure it is:

- A PDF or Microsoft Word Doc
- No more than 15MB
- Without identifiable personal or business details
- Compliant with our guidelines



Your video link

Optional if entering the Video Excellence Award.

Please make sure:

- Personal or business details are unidentifiable
- The link is publicly accessible
- The link is to a single video file that is hosted on a video serving platform such as YouTube or Vimeo

04

Preparing your entry documents



Your release form

If submitting your release form via DocuSign, please make sure you:

- Make a note of your unique Entry ID number
- You will receive this after your entry has been submitted
- Share this number with your client and direct them to the following URLs:
 - [Australia/New Zealand](#)
 - [N.America](#)
- Follow up with your client to check that they have digitally signed your release form

05

Writing your case study

Use these content cornerstones to craft the perfect case study



The partnership

Highlight how your partnership with the client has contributed to success. Show how other customers can benefit from the partnership.



Conversion metrics

As Google Ads become more effective for clients, reference conversion metrics to help them understand. Example metrics include cost-per-conversion and total conversion value.



Advertising metrics

Advertising metrics, like reach and engagement, are critical. Include them in case studies, so you're speaking the same language as marketers.



Business impact

Business transformation stories are more engaging to read than detailed, technical analysis. Showcase how your strategies affected a whole business – and not just the results of a specific campaign.

05

Crafting your award entry

Find a list of questions below, along with some handy tips to help you answer them.



What differentiates your company from other Premier Partners in how you maximise impact and drive success for your customers? [250 words]



Please describe your approach to strategy development and tactical delivery for your customers and how it demonstrates excellence in Google product implementation? [1200 words]

Tips: Example content for strategic development includes objective setting, audience identification, creating engagement, addressing user needs, channel and device selection, measurement, etc. Example content for tactical delivery content examples include range and sophistication of products, features used, bidding, targeting, etc.

OR if applying for the Growing Businesses Online category:

Please describe how you drive business outcomes, growth and sustainability for your customers on a strategic and tactical level, in a scalable way. [1200 words]

Tips: how do you implement Google Ads solutions at scale, how do you drive sustainable growth for your customers.

05

Crafting your award entry



How does your company take advantage of Google automation solutions to improve campaign performance and help your customers grow?
[600 words]

Tips: Example content for this answer includes how you have used automation technology to: optimise ad performance, enhance user experience, scale and amplify results achieved with technology.



How do you foster a company culture which promotes [and nurtures] excellence at employee, campaign and customer service levels?
[450 words]

Tips: Example content for this answer includes customer-centricity, employee experience, talent strategies, growth and training, diversity and inclusion, rewards, internal communications, intrapreneurship and innovative thinking.

05

Writing your case study

Do's

- ✓ Make sure the selected story is a win-win for the client and your company, offering measurable results.
- ✓ Develop the story using open-ended questions and verify all facts with the client.
- ✓ Make sure all performance metrics are taken directly from specific client data, such as "For Company X, this Google Ads format generated 2x..."
- ✓ Make sure your client knows who you are, your role, your Google Partner status (Partner or Premier Partner), your specialisations, and has a quick rundown of what to expect with the case study process.
- ✓ Refer to yourself as a Google Partner if your company has earned a Google Partner badge.
- ✓ Use complete descriptions like "search advertising," "mobile advertising," "video advertising," "display advertising," and "shopping advertising." As an example, "We use Google Search advertising to..."

Don'ts

- ✗ Choose a client story that's similar to existing case studies.
- ✗ Make assumptions (stretch the truth), since the release of false information can damage the client relationship, plus your company's credibility and trustworthiness.
- ✗ Make general statements about Google's business, financials, or ad performance, such as, "This Google Ads format increased conversions by 2x."
- ✗ Assume that all the details have been conveyed to the client beforehand, and do not imply Google is involved in the development of the case study.
- ✗ Imply a relationship, affiliation, sponsorship, or endorsement with Google or use the term "partnership" if your company is not badged.
- ✗ Use abbreviations such as "search," "mobile," "video," "display," and "shopping," because your audience may not know these terms are Google features. For example, "We use search to..."



05

Writing your case study

Do's

- ✓ Use proper phrases, such as "We are qualified by Google," "We have Google advertising product knowledge," "We have passed certification in Google Ads," "We have access to Google training and support," and "As a Google Partner, we can help you improve your campaign."
- ✓ Use the Google Partner badges as designed.
- ✓ Tailor the content to the audience and purpose (brief overview for slide, website, or detailed collateral).
- ✓ Emphasise your services without making promises about performance.
- ✓ Use language, such as "serving relevant ads to customers," when referring to Google products.
- ✓ Be clear that the case study highlights success with a new product or service.
- ✓ Make it your own by including your brand's colours, typefaces and other elements.

Don'ts

- ✗ Use statements like "We are trusted by Google," "We are experts in Google advertising products," "We are one of the best Google advertising product agencies," "We have inside information that gives us an advantage," and "We are trusted to drive the best results."
- ✗ Remove, alter, distort, resize, translate, localise any element of the badge, or use the Google logo to replace the Google Partner badge.
- ✗ Use technical jargon, buzzwords and acronyms.
- ✗ Promise improved results, unless you have conclusive stats to support the claim.
- ✗ Use the words "target" or "targeting customers", whilst referring to Google products.
- ✗ Use the case study like a press release by sharing it with news media, which implies a client endorsement.
- ✗ Copy Google's brand – the case study should look like it comes from you, not Google.




06

Case study template

Optional pre-built template

A written slide helps you tell the story of how your client reached success with Google.

1 

2 **Title**
Lorem ipsum dolor sit amet, pri fugit. Inani persius, pro nostrud legimus.

3 **Introduction**
Lorem ipsum dolor sit amet. In pri fugit inani persius, pro nostrud legimus. Eam penatibus et magnis dis parturient montes quot natus id. Orci varius natoque penatibus et magnis dis parturient montes, nascetur ridiculus mus.

4 **Body copy, typically divided into the following sections: the challenge, the approach and the results**

The challenge
Lorem ipsum dolor sit amet. Et exerci ancillae voluptua pro, in sed omnes copiosae aperian, vel penatibus et magnis dis parturient montes expetenda imperdiet an. In pri natoque penatibus fugit inani persius, pro nostrud legimus. Eam quot natus id. Orci varius natoque penatibus et magnis dis parturient montes, nascetur ridiculus mus.

The approach
Lorem ipsum dolor sit amet. Et exerci ancillae voluptua pro, in sed omnes copiosae aperian, vel expetenda imperdiet an. In pri fugit inani persius, pro nostrud legimus. Eam quot penatibus et magnis dis parturient montes natus id. Orci varius natoque penatibus et magnis dis parturient montes, nascetur ridiculus mus. Fusce feugiat quis arcu.

The results
Lorem ipsum dolor sit amet. In pri fugit inani persius, pro nostrud legimus. Eam penatibus et magnis dis parturient montes quot natus id. Orci varius natoque penatibus et magnis dis parturient montes, nascetur ridiculus mus. Fusce feugiat quis arcu non laculis. Et exerci ancillae voluptua pro, in sed omnes copiosae aperian.

5 **Improvement metrics**
2x Statistic / Metric goes here
37% Statistic / Metric goes here
140 Statistic / Metric goes here

6 **Client testimonial**
Lorem ipsum dolor sit amet. In pri fugit inani persius, pro nostrud legimus. Eam penatibus et magnis dis parturient montes quot natus id. Orci varius natoque penatibus et magnis dis parturient montes, nascetur in sed omnes copiosae aperian.
Source name, Title/Business

7 **Footer, including Premier Partner Awards 2019 logo and legal notes**
Premier Partner Awards 2019
Add your legal disclaimer and other related information here. Lorem ipsum dolor sit amet. In pri fugit inani persius, pro nostrud legimus. Eam penatibus et magnis dis parturient montes quot natus id. Orci varius natoque penatibus et magnis dis parturient montes, nascetur ridiculus mus.

- 1** Business photo (optional)
- 2** Title
- 3** Introduction
- 4** Body copy, typically divided into the following sections: the challenge, the approach and the results
- 5** Improvement metrics
- 6** Client testimonial
- 7** Footer, including Premier Partner Awards 2019 logo and legal notes

07

Choosing the winners

A little insight into how the selection process works

Every Premier Partner that enters the awards will be judged purely on the contents of their entry files.

First, we'll review your account and check the numbers to benchmark how successful you've been. Then we'll pass everything over to Deloitte, our independent third party. They will review all entries, including the client case study, to determine the finalists. Finally, our panel of regional judges and senior Google employees will select winners in each category.

The finalists for each award will be announced on August 29, 2019.

Winners will be announced at regional award ceremonies between October 2019 and January 2020 depending on your region.

For more details on the judging process, please visit g.co/PremierPartnerAwards



Enter at g.co/PremierPartnerAwards before June 29, 2019

08

Eligibility requirements

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

- Currently have the Google Premier Partner Badge
- Share a client case study demonstrating your work
- Provide a case study release form that is signed by your client
- Submit answers to a series of questions about your company. You'll need to elaborate on:
 - What differentiates your company from other Premier Partners in how you maximise impact and drive success for your customers?

OR if applying for the Growing Businesses Online category:

- Please describe how you drive business outcomes, growth and sustainability for your customers on a strategic and tactical level, in a scalable way.
- Please describe your approach to strategy development and tactical delivery for your customers and how it demonstrates excellence in Google product implementation?
- How does your company take advantage of Google automation solutions to improve campaign performance and help your customers grow?
- How do you foster a company culture which promotes [and nurtures] excellence at employee, campaign and customer service levels?
- Complete the full entry. Responses will be used to select finalists and winners.

See the terms and conditions for the full eligibility requirements at g.co/PremierPartnerAwards



Enter at g.co/PremierPartnerAwards before June 29, 2019