



La plataforma que reconoce a las mejores campañas y piezas de la Publicidad Digital y Marketing Interactivo en México.

PREMIOS

iab.
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mexico 2017



The background of the image shows two women in the foreground, smiling and holding awards. They are wearing glasses and are dressed in professional attire. The woman on the left is wearing a green top, and the woman on the right is wearing a white top with a red necklace. They are holding black award boxes with white labels. The background is a blurred event space with other people and lights.

PREMIOS

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méxico 2017

El punto de encuentro entre **las agencias, medios y anunciantes** más importantes de la industria donde **se reconoce** a lo más destacado en **Publicidad Digital y Marketing Interactivo en México**

2016

213 Inscritos

76 Shortlist

GANADORES:

- ORO (6)**
- PLATA (6)**
- BRONCE (17)**
- PREMIOS ESPECIALES (8)**

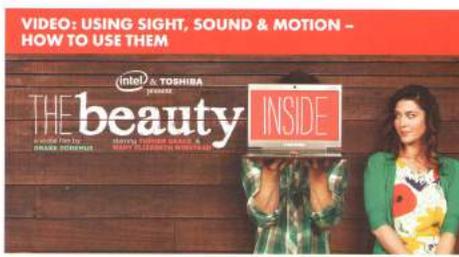
DIFUSIÓN DE GANADORES

Los ganadores Oro, Plata y Bronce de los Premios tendrán difusión a través del booklet digital "WHAT WORKS & WHY" el cual se comparte con todos los asistentes a los eventos de IAB México.



iab. mxx AWARDS 2013 INSIGHTS REPORT
WHAT WORKS & WHY

VIDEO: USING SIGHT, SOUND & MOTION – HOW TO USE THEM



The Beauty Inside
INTEL & TOSHIBA
PEREIRA & O'DELL

GOLD WINNER
BRANDED CONTENT AND INTERACTIVE VIDEO

ELIZABETH PIZZINATO
SENIOR VICE PRESIDENT, MARKETING AND COMMUNICATIONS,
FOUR SEASONS HOTELS AND RESORTS

Toshiba's social web series, The Beauty Inside, took interactive video to a higher level. Intel & O'Dell, at the creative helm, featured Hollywood celebrities and dozens of users to illustrate the life of a computer character named Alex, who is always inside, but wakes up every day to a new appearance. Audience members gave on 75 faces through webcam avatars, where they acted out some intimate moments and on Facebook, the hub of the campaign. It was also announced and where Intel worked with viewers through posts, photos, and photos. The moving of viewers from 20 countries in eight languages. The Beauty Inside attracted fans across the globe.

"The Beauty Inside was an impressive campaign because it leveraged the core element of what makes social media tick: the ability for users to not only share stories, but also to actively participate in an emotional storyline that develops over time. One particularly strong aspect was the campaign's multilingual capability, the way it intelligently reflected the native language of the participants. This element made for an even more powerful campaign with true global appeal."

—Elizabeth Pizzinato, Senior Vice President, Marketing and Communications, Four Seasons Hotels and Resorts

contributed to a **360%** lift in sales of the Toshiba Protégé

ed nearly **70 million** global views.

garnered **97%** approval on YouTube.

On Facebook, it gained nearly **98,000** friends.

Mobile interactions soared with **1.8 million** mobile engagements in just 8.5 weeks.

iab.net/mxxawardsinsights 13

RECONOCIMIENTO PARA LOS PREMIOS ORO

Las campañas y piezas que
obtengan **ORO** en
los **Premios IAB MIXX**
tendrán inscripción
directa
a los **MIXX AWARDS**
en **NY 2017**





El PREMIO UNIVERSITARIO es una categoría que se integró a los **Premios IAB MIXX** dónde se reconocen las mejores ideas propuestas por estudiantes universitarios.

Este año, el **brief es presentado** por



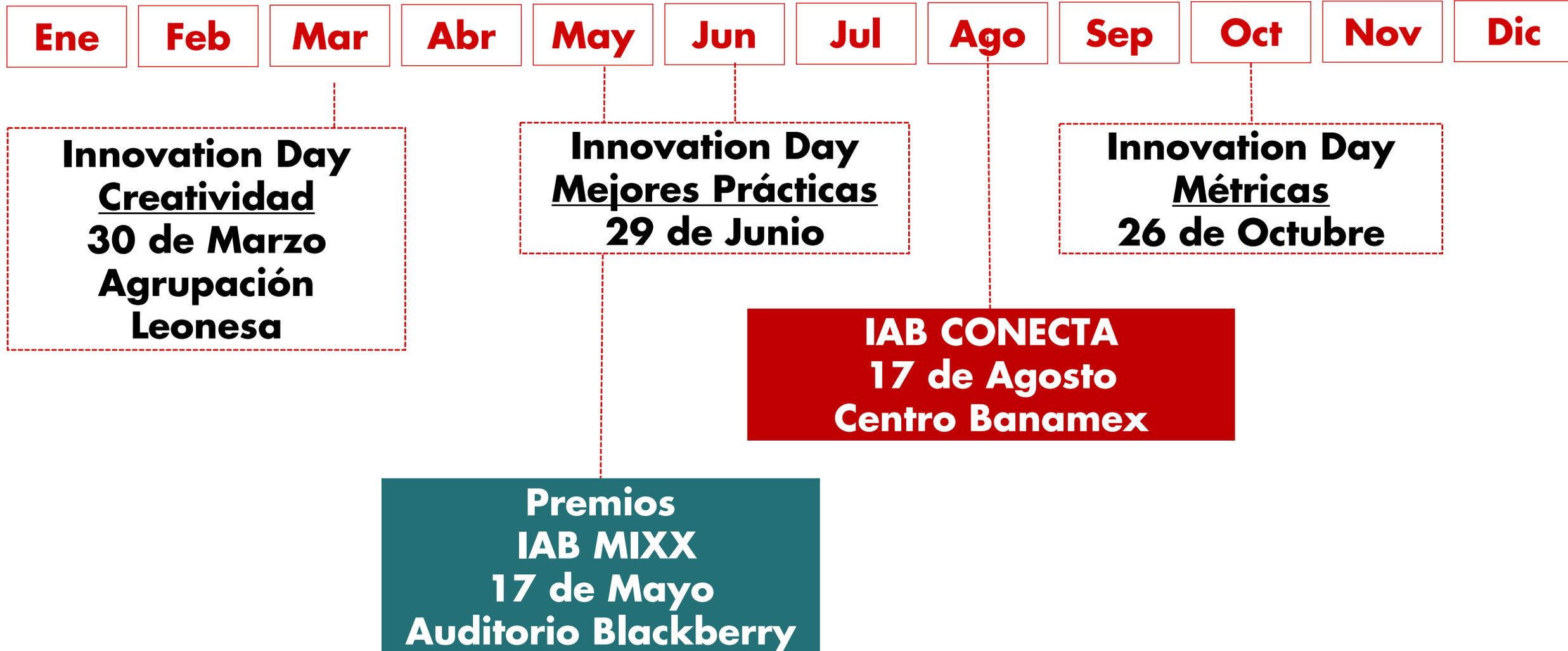


CEREMONIA DE PREMIACIÓN

¿Cuándo?
17 de Mayo

¿Dónde?
Auditorio Blackberry

PLAN DE EVENTOS 2017



PATROCINIOS DISPONIBLES

CATEGORIAS

CONSTRUCCIÓN
DE MARCA

RESPUESTA DIRECTA

RESPONSABILIDAD SOCIAL
Y SERVICIO PÚBLICO

CONTENT

OMNI-CHANNEL
STORYTELLING / CROSSMEDIA
INTEGRATION

SOCIAL (COMMUNITY BUILDING,
INFLUENCER MARKETING, REAL TIME
ENAGAGEMENT)

CREATIVIDAD BASADA
EN DATOS

SEARCH

MOBILE MARKETING

OOH INTERACTIVO

MULTI-SCREEN

SITIOS WEB

DISPLAY AD

BRANDED GAMES

VIDEO

INNOVACIÓN

COCKTAIL



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