

Ad Age and WP Engine present: The Breakthrough Experience Award

The Breakthrough Experience Award

Ad Age and WP Engine are looking to honor a project or campaign that used innovative and unique technology to reimagine the traditional web and digital experience for their brand. Specifically, a project that has used innovative and unique technology to bring a digital experience to life and have reimaged how a traditional website appears or works. The campaign will need to have leveraged design and technology (art and science) to build unique digital experiences that surprise the industry, deepen engagement with customers and/or create and build relationships with audiences in new and exciting ways. The winner will have implemented this new technology successfully and ultimately increased brand awareness and growth.

The Breakthrough Experience Award entry deadline is Feb. 22, 2019 at 5 p.m. EST.

The prize

The winning project will receive SXSW 2020 Interactive badges, roundtrip airfare and hotel accommodations for two people.

Judged by Ad Age and WP Engine, the winner(s) will be announced at our A-List & Creativity Awards gala on April 15, 2019.

We understand that your team might consist of more than two individuals. While all team members will receive recognition, we leave it to the discretion of the winning team to choose which two key players will each receive the corresponding grand prize as detailed below.

The rules

Entry is open to projects that debuted and ran at any point in the U.S. or internationally in 2018. All U.S. and international agencies of all marketing disciplines are eligible to enter. Your campaign or project can be comprised of groups at different organizations who work jointly together.

You will be asked to submit a 350-word write up and up to three pieces of supporting evidence to help explain why your work is deserving of this honor. The supporting evidence can consist of creative examples, PowerPoint decks, highlight reels, video case studies, etc. The work you submit should reference projects that were created, debuted and/or ran in 2018.

Please keep in mind

Anything you submit may be published. Do not submit anything that you wish to withhold as private information or that you do not have permission to share publicly. This also includes ghost campaigns or imaginary or inflated revenue or billings figures.

Questions? We're happy to help.

Award inquiries: alistcreativityawards@adage.com.

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The Breakthrough Experience Award Terms and Conditions

1. Award details form part of these Terms and Conditions.
2. WP Engine, Inc. (“WP Engine”) and Ad Age are the sponsors of this contest (“Sponsors”). The entrant(s) must be aged 18 or over.
3. The Breakthrough Experience Award entry period starts Jan. 9, 2019 and ends on Feb. 22, 2019 at 5 p.m. EST. To enter, follow the link, add your name and contact details and submit a 350-word write up and up to three pieces of supporting evidence to help explain why your work is deserving of this honor. Entries that are incomplete will not be valid, deemed void, and not considered for any award.
4. All entries become and remain the property of WP Engine and Ad Age associated with this promotion.
5. All entries received by competition end time will be judged by Ad Age and WP Engine. The winner will be a project or campaign that in the sole opinion of the Sponsors that best represents a Breakthrough Experience—the team who used emerging technology to create a breakthrough online experience and ultimately real business impact.
6. Only one (1) Grand Prize will be awarded to the winning project/campaign and only up to two (2) people shall each receive a Grand Prize (each a “Grand Prize Winner”). Each “Grand Prize” will be a trip to SXSW 2020, Austin, TX (“Trip”). The Trip includes the following: (i) round trip economy (coach) class airfare for one (1) person from the major U.S. gateway airport nearest each the Grand Prize Winner’s hometown (as determined by WP Engine) to Austin; (ii) four (4) consecutive nights hotel accommodations, up to two (2) standard rooms with double occupancy in each. The approximate retail value of both Grand Prizes is \$10,000. The prizes are as stated, are not transferable to another individual and no cash or other alternatives will be offered or redeemed. Prizes cannot be gifted to other persons in lieu of the winner not being able to receive. The Grand Prize Winner will be solely responsible for all federal, state, and local, if any, on the Grand Prizes.
7. On acceptance of the prizes, the winning team must acknowledge that they have read and agreed to these terms and conditions. An affidavit of eligibility, publicity release, and release of liability agreement may be required.
8. The individual winners are responsible for expenses and arrangements not specifically included in the Grand Prize, including any necessary travel and accommodation.
9. WP Engine and Ad Age reserve the right to amend or alter the terms of the contest at any time, including not award the Grand Prize if no project/campaign in the opinion of the Sponsors is deemed to have created a Breakthrough Experience.
10. Reasonable efforts will be made to contact the Grand Prize Winners. If the Grand Prize Winners cannot be contacted or are unable to comply with these terms and conditions within seven days of contact, WP Engine and Ad Age reserve the right to offer the Grand Prize to the next eligible runners-up selected by the Sponsors.
11. Judged by Ad Age and WP Engine, the winners will be announced at the Ad Age A-List & Creativity Awards gala in NYC in April. Failure to claim or failure to meet the eligibility requirements may result in forfeiture of the prize.
12. The Sponsors are Ad Age and WP Engine, Inc., located at 504 Lavaca Street, Suite 1000, Austin, TX 78701 and 685 Third Avenue, New York, NY 10016. To receive any legally required name of the Grand Prize Winner, send a stamped self-addressed envelope to: Ad Age, ATTN: Breakthrough Experience Award, 685 Third Ave., New York, NY 10017 within ninety (90) days of expiration of the Entry Period.
13. By entering this A-List and Creativity Awards Contest, entrants consent to Sponsors using their personal information to contact about the promotion and for marketing purposes. All information you provide will be collected, stored and used in accordance with WP Engine’s privacy policy which can be found at <https://wpengine.com/legal/privacy/> and Ad Age’s privacy policy which can be found at <https://adage.com/privacy>.
14. Entrants represent and warrant that they have the right to agree to and perform consistent with these Official Rules and that they have complied and obtained all permissions, licenses and consents that are necessary for the submission of the Entry and the use of the entry materials as stated above. Except for any liability that cannot be excluded by law, entrants agree that the Sponsors (including their respective officers, employees and agents) and their associated agencies and prize providers are released from any and all liability (including negligence), for any personal injury; or any loss or damage (including loss of opportunity); whether direct, indirect, special or consequential, arising in any way out of the competition, including, but not limited to, where arising out of the following: (a) any technical difficulties or equipment malfunction (whether or not under the Sponsors’ control); (b) unauthorized access or third party interference; (c) any claim or offer that is late, lost, altered, damaged or misdirected (whether or not after their receipt by the Sponsors) due to any reason beyond the reasonable control of the Sponsors; (d) any variation in gift value to that stated in these terms and conditions; (e) any tax liability incurred by an entrant; (f) use of a Grand Prize; or (g) if the Grand Prize is cancelled, delayed or unavailable for any reason. Sponsors shall have no obligation to use any of the entry materials and may at any time stop use of the materials for any reason. The Award will be governed by and construed in accordance with the internal laws of the State of New York, without giving effect to any choice of law or conflict of law rules or provisions that would cause the application of any other laws.