



Fact Sheet

About the W³ Awards:

The W³ Awards honors creative excellence on the web, and recognizes the people behind award-winning sites, marketing programs, social content, mobile site/apps and online video. In honoring the best of the Web, the W³ Awards is the first major web competition to be accessible to the biggest agencies, the smallest firms, and everyone in between. Small firms are as likely to win as Fortune 500 companies and international agencies.

In its eleventh year the W³ Awards received over 5,000 entries from Ad agencies, Public Relations Firms, Interactive Agencies, In-house creative professionals, Web Designers, Graphic Designers and Web Enthusiasts.

The Powers Behind the W³:

The W³ is sanctioned and judged by the Academy of Interactive and Visual Arts (AIVA).



The AIVA is an invitation-only body consisting of top-tier professionals from a "Who's Who" of acclaimed media, interactive, advertising and marketing firms. AIVA members include executives from organizations such as Agencynet, AvatarLabs, Big Spaceship, Brandweek, Code and Theory, Disney, HBO, Microsoft, Monster.com, MTV, Sesame Workshop, Victoria's Secret, Wired, and Yahoo!. For more information, and a full member roster, please visit www.aiva.org.

Judging and Awarding:

In determining winners, entries are judged based on a standard of excellence as determined by the AIVA, according to the category entered. To uphold a high standard of excellence, a category may have multiple winners, or may have no winners at all. Entries are scored on a 100-point scale by the judges. Less than 10% of all entries will be selected as Gold Winners. Other outstanding entries will be Silver Winners. Best in Show selections represent the highest mark of distinction and are also selected by the Academy based on scoring. The judges will award Best in Show honors to only the top 1% of all work entered.

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