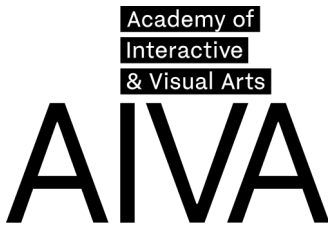




ABOUT THE W3 AWARDS

The w3 Awards honors the best digital content, experiences and creativity across **Websites, Video, Online Marketing, Podcasts, Social Media, Creator Content, AI, Immersive, Software and Mobile Apps**. The w3 Awards recognizes the brands, agencies, institutions and independent creators who set trends, break boundaries and shape the digital landscape.

The 21st Annual w3 Awards received thousands of entries globally from Advertising agencies, Digital Agencies, In-house creative and marketing professionals, Web Designers, Graphic Designers and more.



THE JURY BEHIND THE W3 AWARDS

The w3 Awards is evaluated by the [Academy of Interactive and Visual Arts](#) (AIVA), an assembly of industry leaders from acclaimed brands, agencies and institutions like **Google, Netflix, Microsoft, The Walt Disney Company, Monks, McCANN, Dentsu, GLAAD, the Smithsonian and Stanford University**, among many others.

EVALUATION AND HONORS

Jurors consider each entry as a whole and use criteria specific to each category type, such as creative, technical and strategic achievement. Every entry is evaluated on its own merit against a standard of excellence set by the AIVA. The entire AIVA Jury conducts an initial round of evaluations, and the Executive Jury conducts a final round.

Each entry is reviewed by multiple jurors, scored by a rubric of criteria using a ten-point scale. The average score across all Jury reviews becomes the entry's final score, which determines the award level honored. Scores of 9 or above typically earn Gold, while scores of 7 to 8.9 earn Silver. Best in Show, the platform's highest mark of distinction, is given only to the top 1% of all work entered.

PROMOTING YOUR ACHIEVEMENT

Please visit www.w3award.com to access our digital toolkit to find ways to help promote your achievement. A sample press release, downloadable graphics and logos, and other materials can be found to help share your success. For public relations inquiries contact us at customerservice@w3award.com or call (212) 675-4890.