

5 REASONS TO ENTER THE 26TH ANNUAL WEBBY AWARDS

"THE WEBBYS – THAT'S THE ONE YOU WANT TO WIN!"
— The Tonight Show with Jimmy Fallon

Entering The Webby Awards is your chance to set the standard for digital innovation in a transforming world, reward your team, impress clients and stakeholders, and take your work to the next level.

I. BE AMONG THE BEST IN THE BUSINESS

There's a reason *The New York Times* calls the Webbys the "Internet's highest honor." Winning a Webby aligns your brand and team with outstanding achievement. It puts you in the same club as the industry's best. Past Webby Winners include:

- 72 & Sunny
- Airbnb
- Annapurna Interactive
- Crooked Media
- Google
- Instagram
- HBO
- NASA
- Netflix
- McCann World Group
- MoMA
- National Geographic
- Snap Inc.
- Spotify
- Vox Media
- Wieden + Kennedy

2. SET THE STANDARD FOR INNOVATION IN A TRANSFORMED WORLD

Since 2020, the world has experienced a profound shift in how we live and work, and technology is at the center. Winning a Webby Award shows the world that your team is at the forefront of innovation, and is setting the standard for the digital work that will define the future of your industry.

3. USE YOUR WIN TO EARN NEW BUSINESS

As the internationally recognized symbol of Internet excellence for over twenty five years, winning a Webby Award shows prospective partners worldwide that your work is number one in its field. **80% of winners attribute their Webby honor to helping win new business.**

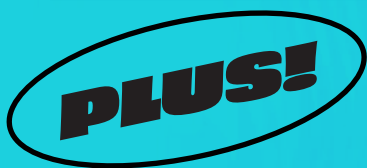
4. GAIN MASSIVE PR AND MARKETING EXPOSURE

When you enter The Webby Awards, you give your team and work the chance to stand out on a global stage. Last year's Webby Awards earned **3.3 billion media impressions** from leading media outlets like: *The Washington Post, The Guardian, The New York Times, O Globo, Variety, Deadline, Fast Company, Ad Age, CNN, and Late Night with Seth Meyers.*

5. YOUR WORK SEEN BY THE MOST IMPORTANT PEOPLE THE INTERNET

Work is judged by leading Internet innovators in the International Academy of Digital Arts & Sciences, like:

- **Mitchell Baker**
Executive Chairwoman, Mozilla Foundation
 - **Arlan Hamilton**
Founder and Managing Partner, Backstage Capital
 - **Keshia Knight Pulliam**
Actor & Co-Founder, The Fearless Fund
 - **Quinta Brunson**
Writer, Director and Actor
 - **Rashad Robinson**
President, Color Of Change
 - **Monica Lewinsky**
Activist, Fashion Designer & Producer
 - **Liana Douillet Guzmán**
CMO, Skillshare
 - **Bill Simmons**
Host, The Bill Simmons Podcast
- See the full list at IADAS.net**



MORE OPPORTUNITIES TO HAVE YOUR WORK RECOGNIZED!

The Webby Awards has been recognizing excellence online since the days of dial-up, and like the Internet, we're always growing. This year is no exception. We're thrilled to launch the 26th Annual Webby Awards with new honors that reflect the way work is being produced today, including:

- New Suite of Honors for **Series** in Virtual & Remote alongside **Best Installation or Experience**
- Expanded suite of **Email Newsletter** categories in Websites & Mobile Sites
- **Best Creator and Best Content Series** categories in Social
- **Best Social Commerce/Shopping Campaign** in Advertising, Media & PR
- **Best Use of AI & Machine Learning** in Apps & Software
- **Sustainability & Environment and Health & Wellness** categories across Social, Podcasts, Video and Advertising, Media & PR
- **Best Social Gaming** category in Games

EARLY ENTRY DEADLINE

OCT. 29, 2021

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