

4^{ÈME} ÉDITION

ADTECH AWARDS 2025

GRAND PRIZE OF THE
DIGITAL ADVERTISING
PLAYERS

WEDNESDAY, DECEMBER 3, 2025

AN EVENT BY

MINTED
média ads tech

IN PARTNERSHIP WITH



**union
des
marques**

DEAR CANDIDATE,

As a leading media dedicated to decision-makers seeking to understand the transformation of media and digital advertising, Minted is proud to announce the launch of the 4th edition of the Adtech Awards.

This Grand Prize aims to highlight the role of technology in the consumption, distribution, and monetisation of media and their entire ecosystem. This year, new categories are being introduced: Best Brand Safety Solution and Best Advertising Measurement Solution.

We strongly count on your participation in this new edition of the Adtech Awards by Minted and look forward to seeing you on 3 December to celebrate together the 2025 winners!

Sébastien DANET

President, Groupe INfluencia



OBJECTIVES

- Bring together the various players in the advertising and technology ecosystem.
- Showcase trends and innovations in the media and digital advertising sector.
- Reward solutions and players that demonstrate the best performance.
- Engage the entire ecosystem in a process of excellence.

EVALUATION CRITERIA

The jury will focus on judging:

- The innovative nature of projects and campaigns
- The effectiveness and performance of projects and campaigns
- The demonstration of tangible results for the company and its clients

The alignment between results achieved and objectives set

THE JURY

The jury will be composed of recognised experts from the world of advertising and media.

The jury will award Prizes (Gold, Silver, Bronze) by category as well as the Adtech of the Year.

It may reclassify an entry into another category if deemed appropriate.

The jury undertakes to respect the confidentiality of all entries.

Jurors with conflicts of interest may not vote for their own work.

Entries are presented to the jury in the categories selected by the candidates. Depending on the quality of the entries received, the jury reserves the right not to award a prize in a given category or award level.

The jury session will be held on **14 November**.

PROMOTION OF WINNERS

At the end of an awards ceremony bringing together all digital advertising stakeholders, the list of winners will be published on **Minted** website and newsletter.



2025

CATEGORIES

CATEGORY A

A1 – Adtech of the Year

This category rewards the most high-performing and innovative adtech on the market, in terms of growth, impact, product vision or positioning.

A2 – Adtech Product of the Year

This category rewards the best product or solution developed by an adtech company, combining innovation, efficiency and market adoption.

A3 – Sales House of the Year

This category rewards the most dynamic digital sales house, in terms of offerings, formats, performance and ability to support brands.

A4 – Digital Media Agency/Group of the Year

This category rewards the most high-performing digital group/agency, recognised for its buying strategy, results and capacity for innovation (affiliation, search, programmatic).

A5 – Adtech Newcomer 2025

This category rewards a new adtech that entered the French market in 2025, standing out for its offering, value proposition or transformation potential.

A6 – The Move 2025

This category rewards the adtech that achieved the most significant strategic shift of the year: acquisition, rebranding, diversification, repositioning, comeback, fundraising, etc.

CATEGORY B

B1 – Best Total Video Solution (linear TV, CTV, video)

Rewards a campaign making relevant and effective use of video format, whether in linear TV, CTV, online platforms or social media..

B2 – Best Retail Media Solution

Rewards a campaign run on a retailer's site or leveraging retailer first-party data to optimise performance..

B3 – Best DOOH Solution

Rewards a digital out-of-home campaign standing out for its impact, creativity, or technological innovation.

B4 – Best Use of AI in an Advertising Campaign

Rewards a campaign integrating artificial intelligence in creation, targeting or use of insights.

B5 – Best Cookieless Solution

Rewards a campaign that operates without third-party cookies, relying on innovative alternative targeting or measurement solutions.

B6 – Best CSR Initiative by an Adtech

Rewards an initiative by an adtech player in corporate social responsibility: environmental impact, inclusion, diversity, data ethics, etc.

B7 – Best Special Operation (OPS)

Rewards a special operation standing out for its impact, creativity, format or ability to engage an audience.

B8 – Best Data Collaboration

Rewards a campaign resulting from data collaboration between multiple players (publishers, brands, retailers, platforms, etc.) for improved targeting or campaign management.

B9 – Best Social Media Advertising Campaign

Rewards a campaign run on social media (Instagram, TikTok, Facebook, Snapchat, etc.), excelling in storytelling, format or virality.

NEW

B10 – Best Brand Safety Solution

Rewards a campaign incorporating advanced brand protection mechanisms.

NEW

B11 – Best Advertising Measurement Solution

Rewards the most innovative solutions for measuring campaign effectiveness.

SUBMISSION OF APPLICATIONS



VISIT:

<https://adtech.awardsplatform.com/>

CREATE AN ACCOUNT AND COMPLETE THE DEDICATED FORM:

1. Choice of category

2. Description of the entry (for Category A):

- Candidate presentation (company, offering, etc.)
- Explain in 500 words why you believe this candidate deserves to be rewarded. Highlight the major achievements of 2024-2025.

3. Description of the entry (for Category B):

- Pitch or summary of the solution
- Project background: context, brief, challenges
- Implemented strategy
- Results and key figures: engagement rate, audience, etc.
- Explain why this represents a breakthrough, an innovation, a performance or a success.

4. Annexes (optional – max 5)

- For a better understanding of the entry, annexes may be provided: video (YouTube/Vimeo), visuals (jpeg, png), PDFs, URLs.

5. Credits of the operation

- Please list the main entities, agencies and partners involved. These will be used for award ceremony production and communication.

6. Guests for the awards evening

- Maximum 6 guests per entry submitted, minimum 2 must be provided.



ONLINE REGISTRATION

All applications must be submitted on the online platform:

<https://adtech.awardsplatform.com/>

ELIGIBILITY PERIOD

Projects completed between October 2024 and October 2025 are eligible.

PARTICIPATION FEES

- Registration fee: 850€ HT
Access fee to the competition, paid once per submitting company.
- Entry fee per submission: 750€ HT
Third submission free for Minted Club members.

Payment required before the jury meeting by bank transfer or credit card.

REGISTRATION DEADLINE

30 October 2025, 11:59pm.

No extensions will be granted.

WINNER MEDIA PACKAGE (OPTIONAL)

In case of victory, winners can opt for a media package:

- 1 article on Minted with amplification on social media
- 1 week of banner on Minted newsletter + website

Price: 4000€ HT (banner + 1 article) / 6000€ HT (site takeover + prime banner + 1 article)

PURCHASE OF ADDITIONAL TROPHIES

Prices: 280€ HT each / 500€ HT for 2 trophies

SUBMISSION OF MATERIALS & INFORMATION

CONTACTS

Justine BERTHELOT

Email: justine@prachemediaevent.fr

Carole HAY

Email: carole@prachemediaevent.fr

- Phone: 07 72 10 64 37
- Website: <https://www.mntd.fr/>
- Submission platform: <https://adtech.awardsplatform.com/>

For physical materials to be presented to the jury,
please send to:

ADTECH AWARDS BY MINTED

INfluencia

FAO: Justine BERTHELOT / Carole HAY

24 rue Anatole France

92300 Levallois-Perret

Courier deliveries between 9am and 6pm.

