



Fact Sheet

About the W³ Awards:

The W³ Awards celebrates digital excellence by honoring outstanding Websites, Web Marketing, Video, Mobile Sites/Apps & Social content created by some of the best interactive agencies, designers, and creators worldwide. 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 thirteenth season, the W³ Awards received over 5,000 entries from Advertising agencies, PR 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 Fast Company, Big Spaceship, Wired, Code and Theory, Disney, Microsoft, Facebook, Tinder, MTV, Sesame Workshop, Your Majesty, 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. On average, 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 the top 1% of all work entered.

Promoting Your Achievement:

Please visit www.w3award.com to access our online toolkit to help promote your achievement. A sample press release, downloadable graphics and logos, and other materials can be found to help publicize your success. For public relations inquiries contact us at info@w3award.com, or call 212-675-3555.