



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.

Having just finished its sixteenth season, the w3 Awards received over 3,000 entries from Advertising agencies, PR Firms, Digital Agencies, In-house creative professionals, Web Designers, and Graphic Designers.



The Powers Behind the w3:

The w3 is sanctioned and judged by the Academy of Interactive and Visual Arts, 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 Majestyk, Big Spaceship, Foursquare, Media Monks, Conde Nast, Comcast, Disney, Microsoft, Wired, and many others.

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 no more than 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 publicize your success. For public relations inquires contact us at info@w3award.com, or call 212-675-3555.