

2023 Web3 Marketing Trailblazers

GENERAL FAQ

What is the Ad Age Web3 Marketing Trailblazers?

The annual list honors people who have, either personally or as part of a team, been responsible for advancing a brand or business's Web3 strategy in a demonstrable way in the past 12 months.

As part of Ad Age's diversity efforts, we encourage all those entering to carefully consider those on your team from diverse backgrounds, as well as the work they have done, when you assess submissions. This is an opportunity to shine a light on all your talents, especially those who may not have received recognition in the past.

What counts as Web3?

Successful entries will reflect individuals who have created campaigns in the past 12 months to help brands explore Web3, and Web3-adjacent technology. The projects can go beyond a basic NFT drop or onetime token promotion. Marketers should be thinking about the next level of the metaverse by collaborating with Web3 communities, designing digital products and building virtual worlds.

Web3 includes projects that incorporate decentralized communities, tokenized economies and blockchain technology. The projects can represent the proto-metaverse from pioneers in the space, too. Brands' Web3 activations can include video games, mixed reality, virtual goods, digital fashion, virtual influencers, NFT collaborations and more.

For more information about Ad Age's Web3 coverage, and examples of work, check our metaverse blog, [here](#), and our NFT blog, [here](#).

When do nominations begin?

The nominations open Nov. 8 and close on Jan. 31, 2023. When nominations are open, the link to enter can be found on AdAge.com/Events and on the AdAge.com/Web3Awards site.

How can I nominate someone?

Nominations must be submitted online at AdAge.com/Web3Awards. There is a cost to enter.

Who is eligible?

Honorees will be marketers at brands, agencies, tech companies, publishers, startups and Web3 communities. Ad Age will consider any other submissions if they pertain to brands, marketing and innovative uses of Web3 technology.

What are the qualifications for Web3 Marketing Trailblazers?

We are looking for people who have made a significant contribution to the marketing of, or brand presence in, Web3 or Web3-adjacent spaces, within the last year.

We are looking for paradigm breakers, smart thinkers and thought leaders who are really making a difference. The goal is to identify the people who are reshaping marketing in Web3 and using innovations in the space to help build businesses.

International entrants are accepted; all entries must be made in English. No team entries will be accepted. If you have more than one candidate, please submit them as a separate entry.

What does the entry form require?

We request that you submit a compelling 350-word summary in English addressing why you or your nominee deserves the honor. Please also submit a headshot.

Nominators may also submit supporting evidence, including case studies from work, creative pieces (images, videos), or links to product demos. The work must have debuted within the past 12 months. Please also be judicious with your selections—it's better to provide a shorter, but complete picture of projects or accomplishments, rather than a laundry list.

Note: This is not a lifetime achievement award; specifically, we look for meaningful or measurable accomplishments within the past 12 months.

Can I mark something as confidential or for judging purposes only?

No. Anything included in an entry should be considered as public information. There's no space for explicitly confidential information, and we ask entrants to anticipate that anything in their entry could become public—mostly because we don't want to wind up trying to honor a winner without being able to tell anyone why we want to honor them.

Can I just call you or send you an e-mail with the name of the person I'd like to nominate?

No. We need to have the online entry form filled out, including contact information for the person you are nominating and the fee to be paid.

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Can I self-nominate?

Absolutely! Judges look at those who self-nominate in the exact same way as a person who was nominated.

I want to nominate my boss, but would it be better if someone higher up nominated him? Can I nominate a family member?

You can nominate yourself, a client, a family member, your boss, an employee or an acquaintance.

The most important thing is that you state a clear, business-oriented reason for the nomination.

Will more than one nominee from the same company be accepted?

You can nominate multiple executives from one company, but it is more than likely that only one will be chosen. However, multiple candidates from separate divisions of large conglomerates could be chosen. No team entries will be accepted.

Who decides who will be a Web3 Marketing Trailblazer?

A panel of Ad Age editors and reporters.

How does the process work?

After we receive a nomination, reporters and editors vet the candidates. The editors and reporters then hold a series of meetings to determine which candidates will be chosen, usually from a pool of 100+ nominees. We will strive to come up with a diverse and inclusive list that represents a broad spectrum of the Web3 marketing landscape.

What is required of those who are selected?

Candidates who are selected must make themselves available for an interview with a reporter if applicable. Not all honorees are contacted before the announcement. Honorees will be asked to verify details, for a recent headshot and any other pertinent information our reporters need for the writeup.

When will Ad Age publish the 2023 class of honorees?

The Web3 Marketing Trailblazers will be published on AdAge.com in late Spring 2023.

Will I be informed if my nominee was not selected?

No. Only selected nominees will be informed in advance of publication of the list.

If I have not heard from Ad Age by May, does that mean my nominee was not selected?

That would be a fair assumption, but not all honorees will be contacted. For questions, please reach out to awards@adage.com.

Can an executive be honored as a Web3 Marketing Trailblazer in multiple years?

No, the recognition is a one-time honor.

Can I contact you to see how my nominee is doing in the judging process?

No. We don't give status reports. If we need any further information, we will contact you. Please be patient.

I was not picked; can you tell me why?

With hundreds of candidates and only a few slots, not all nominees will be chosen. We cannot explain why you weren't picked because it won't be for any one reason and may be for reasons that have to do with presenting a diverse range of professions and companies.