B2B MARKETING AWARDS
FROM B2B MARKETING

POWER PLAYERS



For the minds that move markets

Guidelines for Submissions

EXTENDED DEADLINE: 10 JULY 2026

b2bawards.net

SECTION 1

Key information

Introduction

This guide will help you compile your entries for the B2B Marketing Awards 2026, and maximise your chances of success. It is essential that you read the guide thoroughly.

Why do I need to read it?

Even if you've entered the B2B Marketing Awards before, it's still vital to read the guide thoroughly. The guide is updated every year to account for new categories and changes in the judging process and criteria.

Note: *Submissions that fail to comply with the following guidelines may be penalised or disqualified. If you have any queries that are not answered in the guide, please check out the FAQs section.*

Who should enter these awards?

The B2B Marketing Awards is open to anyone working in B2B globally, but in particular client-side marketers, agencies and vendors. Categories 1-24 are relevant to all entrants. The remaining categories are focused on particular companies or individuals. See pages 6-21 for more details on categories.

Key dates

ENTRIES OPEN: 16 APRIL

EARLY BIRD ENTRY DEADLINE: 8 MAY

EXTENDED ENTRY DEADLINE: 10 JULY

FIRST ROUND JUDGING: JULY-AUGUST

SHORTLIST ANNOUNCED: 3 SEPT

IN PERSON JUDGING: 14-17 SEPT

CEREMONY: 25 NOVEMBER



SECTION 1

Why are these the awards that marketers really want to win?



Transform your career

The B2B Marketing Awards are internationally recognised as the gold standard for excellence in creativity and commercial effectiveness in B2B. Winning a B2B Marketing Award will showcase your success and expertise to industry heavyweights, peers and competitors, raising your professional profile, increasing your credibility, and proving that you are leading the way.

Demonstrate the value of marketing to your business

The entry and judging process are vigorous, and you'll need to demonstrate how your campaign or initiative performed through a variety of performance and growth metrics. Winning an award gives you a ready made case study to demonstrate to your business the commercial impact you and your team have made.

Recognise and reward your team

Your team has worked tirelessly to craft one of their most impactful campaigns yet. What better way to reward that work than showcasing it to the B2B industry and honoring it with the ultimate accolade in B2B marketing excellence?

Learn and develop

Preparing your entry is a chance to step back and reflect on your marketing strategy over the past year. Feedback from our panel of experienced client-side B2B marketers is available on request, helping you identify areas to improve and strengthen future performance.

SECTION 2

Entering the B2B Marketing Awards

POWER PLAYERS

2.1 Top tips for putting your entry together

- The extended deadline is 10 July.
- Decide which category or categories are right for you. You can find the full list, along with entry criteria, on pages 6-21. Consider which categories best fit the story you want to tell.
- The qualifying period for campaigns is 1 April 2024 to 31 March 2026. To be eligible, at least part of the campaign must have taken place during this timeframe, although it does not need to have started within it.
- While the qualifying period has been extended, entrants are asked not to resubmit programmes or campaigns from previous years unless they have been materially updated or are being submitted by a partner agency.
- We accept entries globally, but elements of the campaign must have been activated in the UK or EMEA.

Once you have compiled your entry or entries, please complete the following steps to ensure they are submitted correctly:

- Register on our dedicated entry platform (where you can manage your entries and continue editing them until you are ready to submit).
- Complete a digital version of your submission(s).
- Submit your entry and wait for the shortlist to be announced.

REGISTER AND START YOUR ENTRY

2.2 Payment

Submissions close Friday 10 July.

- Entries submitted before the early bird deadline of 8 May will be charged at £345 + VAT per submission.
- Entries submitted between 9 May and the standard deadline of 26 June will be charged at £455 + VAT per submission.
- Entries submitted between 26 June and the extended entry deadline of 10 July will be charged at £505 + VAT per submission.
- The NEW Commercial Marketing Award category is free to enter for Propolis members.
- Payment for all submissions must be made on completion of the submission process.
- Payment can be made online by credit card or via invoice at the same time as digital versions are finalised.
- Payments need to be cleared by the entry deadlines outlined for entries to be considered.

If you expect to submit a late entry, would like to request an extension or experience any issues, please contact b2bawards@b2bmarketing.net

Your quick guide to entering the B2B Marketing Awards

POWER PLAYERS

① SUBMISSIONS OPEN



Click the "Start Your Entry" button on the website, or the link on page 4, to go to our submissions platform OpenWater.

Please note that new users will need to create an account before starting their entries.

② CHOOSE YOUR CATEGORIES



Decide which categories to enter (using the guidelines to help you).

③ PREPARE YOUR ENTRY



Complete your entry using the online platform. You can save and resume as you want to (refer to section 4).

④ SUBMIT YOUR ENTRY ONLINE



When you are ready (before the submission deadline) click submit at the end of your submission.

⑤ PAY



Pay for the categories you have entered.

⑥ SIT BACK AND RELAX



The shortlist will be announced in **early September.**

Important notes

- You must submit before **10 July**.
- The shortlist will be announced in early September. Look out for this via an email from us and on our social media pages! Follow us on LinkedIn to keep up to date.

FOLLOW US ON LINKEDIN

The categories

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Category 24: Best International Marketing Campaign

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Free entry to Propolis members

SECTION E: TEAMS AND PRACTITIONERS

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Category 28: B2B Marketer of the Year

Category 29: B2B Marketing Agency of the Year (UK)

Category 30: Global B2B Marketing Agency of the Year

Grand Prix

SECTION 3

Category guidelines and metrics

CATEGORY NAME	SUBMISSION GUIDELINES	METRICS
SECTION A: CAMPAIGN MECHANICS		
Category 1: Best Use of Media	**This category recognises the strategic use of paid, owned, or third-party media to reach, engage, and influence target audiences.** It focuses on how media channels and placements were selected, combined, and optimised to maximise audience impact and campaign performance. **This category focuses on channel strategy and media execution rather than influencer or advocacy-led activity.** **Submissions should clearly outline:** • The objectives of the campaign and target audience • The media strategy, including channel selection and rationale • How different media channels were used together to reach and engage audiences • How media planning and buying decisions were informed by data or insight • Any testing, optimisation, or innovation in the media approach • How the media activity integrated with the wider campaign or programme • The results achieved and overall impact Judges will be looking for a well-planned, data-informed media strategy that effectively reached the right audience and delivered measurable results.	**Success in this category should be demonstrated through effective audience reach, engagement, and media performance.** **Key metrics may include:** • **Audience reach:** Impressions, reach, and visibility across target audiences • **Audience engagement:** Click-through rates, interaction with media placements, and time spent • **Media efficiency:** CPM, CPC, CPL, or return on ad spend • **Channel performance:** Comparative performance across media channels and placements • **Optimisation impact:** Improvements driven by testing, targeting, or media optimisation • **Business impact:** Contribution to leads, pipeline, or revenue **Winning entries will demonstrate how a well-executed media strategy effectively reached and engaged the right audience while delivering measurable business results.**

Category 2: Best Use of Live Experiences or Events (Digital, Physical or Hybrid)

This category recognises the strategic use of live experiences or events, whether physical, digital, or hybrid, to achieve defined marketing and commercial objectives.

Eligible entries may include a wide range of formats, such as exhibitions, conferences, launch events, seminars, roundtables, awards ceremonies, webinars, or more immersive brand or customer experiences. Entries may also include participation in or activation around third-party events.

Submissions should clearly outline:

- The role of the event or experience within the broader marketing or commercial strategy.
- How audiences were identified, targeted, and engaged before, during, and after the event.
- How the experience was designed to deliver impact, including content, environment, and interaction.
- How the event connected to a wider programme of activity, where relevant.
- How communications and messaging were planned and executed to maximise reach and engagement.
- Clear objectives and robust measurement demonstrating success and impact.

Judges will be looking for well-thought-out, strategically aligned experiences that deliver strong audience engagement and clear business results, not just well-executed events.

Success in this category must be demonstrated through measurable business impact, audience engagement, and contribution to commercial outcomes.

Depending on objectives and timing, key metrics may include:

- **Pipeline and revenue impact:** Opportunities created, influenced pipeline, and revenue attributed to the event or experience.
- **Audience engagement:** Attendance, participation, interaction levels, and post-event engagement.
- **Customer impact:** Influence on retention, upsell, cross-sell, and account development.
- **Audience growth:** New contacts acquired and growth of the marketing database.
- **Content and experience performance:** Session attendance, dwell time, feedback, and satisfaction scores.
- **Sponsorship and commercial return:** Sponsorship revenue, partner engagement, and ROI.

Winning entries will demonstrate a clearly defined strategy, strong execution, and measurable impact, showing how live experiences drive both engagement and commercial value.

Category 3: Best Omni or Multi Channel Programme

This category recognises campaigns that effectively integrate multiple channels within a seamless omnichannel framework to achieve a clear objective.

Submissions should clearly outline:

- The mix of channels used and how they were integrated and worked together.
- The thinking behind the approach, including how channels complemented each other rather than operating in isolation.
- How the customer experience was managed across different touchpoints
- How success was measured, with clear evidence against objectives

Winning entries will demonstrate a well-executed, data-driven approach that enhances audience engagement and maximises impact across multiple touchpoints.

Judges will be looking for campaigns where the whole is greater than the sum of its parts. Strong entries will show how an integrated approach improved the customer experience, increased engagement, and delivered measurable business results.

Success in this category should be demonstrated both at a channel level and across the full programme, showing how everything worked together to drive impact.

Key metrics should align with objectives and may include:

- **Cross-channel engagement:** Interaction across multiple touchpoints
- **Channel contribution:** The role each channel played in driving results
- **Conversion and progression:** Movement through the customer journey
- **Customer experience:** Metrics such as CSAT, NPS, or ease of interaction
- **Attribution and impact:** How channels influenced behaviour and outcomes
- **Journey completion:** Ability to guide audiences through to a defined goal

Winning entries will clearly show how a connected, well-executed approach improved both engagement and business outcomes.

Category 4: Best Use of Content

This category recognises the effective use of content within a B2B marketing campaign, whether as the central focus or as part of a broader strategy.

Entries may include any format or mix of formats, such as email, reports, video, webinars, podcasts, interactive content, or other digital and print assets.

Submissions should clearly outline:

- How content was developed as part of the overall campaign strategy
- How it was tailored to engage the target audience
- The objectives set for the content and how it supported wider goals
- How content was distributed across channels
- How success was measured against objectives

Judges will be looking for content that is well thought through, audience-led, and clearly contributes to both engagement and business outcomes.

Success in this category should be demonstrated through the effectiveness of content in driving awareness, engagement, and commercial impact.

Key metrics may include:

- **Brand awareness:** Users, page views, and unique visitors
- **Engagement:** Click-through rates, time spent, shares, comments, and interactions
- **Lead generation:** Conversions such as downloads, sign-ups, and registrations
- **Sales enablement:** Demo requests, conversion rates, and influence on sales cycle
- **Content performance:** Completion rates, repeat consumption, and content reach

Winning entries will show how content was thoughtfully developed and used to engage the right audiences, support demand, and drive measurable business results.

Category 5: Best Use of Influencer or Advocacy Marketing

This category recognises the effective use of influencers, creators, or advocates to build credibility, engage audiences, and drive measurable business outcomes.

Entries may include external influencers, industry voices, partners, or employee advocacy programmes.

This category focuses on the role of influencers or advocates rather than media buying or channel optimisation.

Submissions should clearly outline:

- The objectives of the campaign and target audience
- The platforms and channels used
- The content strategy, tone of voice, and creative approach
- The role of influencers, creators, or advocates and how they were selected
- How engagement or community-building was developed over time
- How the activity integrated with wider marketing, sales, or partner initiatives
- The results achieved and overall impact

Judges will be looking for campaigns that demonstrate authentic, well-executed use of influencers or advocacy to engage audiences and deliver meaningful results

Success in this category should be demonstrated through audience engagement, credibility, and contribution to business outcomes.

Key metrics may include:

- **Engagement quality:** Comments, shares, saves, click-through rates, and meaningful interaction.
- **Community growth:** Growth in followers, audience size, and ongoing engagement.
- **Audience sentiment:** Changes in perception, sentiment, or share of voice.
- **Content performance:** Reach, views, and performance of influencer or advocacy-led content.
- **Lead and pipeline impact:** Leads generated, opportunities created, or contribution to pipeline.
- **Revenue impact:** Contribution to revenue where measurable.

Winning entries will demonstrate how influencer or advocacy marketing was used authentically to build trust, engage audiences, and deliver measurable business results.

Category 6: Best Product or Service Launch

This category recognises marketing campaigns that successfully bring a new product or service to market, driving awareness, engagement, and commercial impact.

Submissions should clearly outline:

- The product or service, including its positioning and relevance to the target audience
- The go-to-market strategy and how it was designed to create demand and differentiate the offering
- How market insight or customer understanding shaped the approach
- The channels and tactics used to launch and promote the product
- Any challenges faced and how they were addressed
- The results achieved, including engagement and commercial outcomes

Judges will be looking for launches that combine strong strategic thinking with effective execution, and that demonstrate clear traction in the market.

Success in this category should be demonstrated through market impact, customer engagement, and commercial performance following the launch.

Key metrics may include:

- **Revenue and pipeline growth:** Sales generated, pipeline value, and opportunities created
- **Customer acquisition and conversion:** Leads captured, conversion rates, and time to first sale
- **Market awareness:** Share of voice, media coverage, and brand recognition uplift
- **Customer growth:** Expansion within existing accounts and impact on customer lifetime value
- **Campaign performance:** Engagement rates, channel effectiveness, and ROI
- **Execution and agility:** Ability to respond to market challenges and optimise performance

Winning entries will show how a well-executed launch built momentum, drove demand, and delivered measurable business results.

Category 7: Best Campaign on a Limited Budget

This category recognises campaigns that deliver strong results despite working with a limited budget.

Eligible campaigns must have been executed on a budget of less than £30,000, including agency, media, data, and technology costs.

Submissions should clearly outline:

- How the budget was allocated and prioritised
- How the team maximised impact with limited resources
- The role of creativity, partnerships, or existing assets in delivering results
- How channels and tactics were selected to drive efficiency
- The results achieved, including commercial and engagement outcomes

Judges will be looking for campaigns that show smart thinking, resourcefulness, and creativity, not just low spend.

Success in this category should be demonstrated through strong outcomes relative to investment.

Key metrics may include:

- **Revenue and opportunities:** Revenue generated or pipeline influenced
- **Return on investment:** Impact achieved relative to spend
- **Lead generation and conversion:** Leads generated, conversion rates, and cost per acquisition
- **Engagement and reach:** Organic reach, media coverage, and audience interaction
- **Efficiency:** How effectively budget and resources were used

Winning entries will show how a smart, resourceful approach delivered strong results without relying on large budgets.

SECTION B: BRAND MECHANICS

Category 8: Best Brand Initiative (Budget under £100,000)

This category recognises brand campaigns delivered with a budget of under £100,000 that demonstrate strong strategic thinking, creativity, and measurable impact.

While budget determines eligibility, entries will be judged on the effectiveness of the approach, not the scale of spend.

It is open to brand relaunches, refreshes, repositioning, or broader brand awareness initiatives targeting customers, prospects, employees, or a combination of audiences.

Submissions should clearly outline:

- The brand's purpose and its connection to the chosen cause
- How the initiative was designed to support or advance that purpose
- The objectives set and how success was defined
- The impact delivered within the campaign timeframe, rather than long-term commitments
- How the initiative linked back to wider marketing or business goals

Judges will be looking for innovative, high-impact brand initiatives that showcase strategic thinking, cost-effectiveness and strong audience engagement.

Success in this category should be demonstrated through impact on brand perception, engagement, and meaningful outcomes linked to the purpose.

Key metrics may include:

- **Brand impact:** Awareness, reputation, and trust
- **Customer engagement and sentiment:** NPS, advocacy, feedback, and engagement levels
- **Employee impact:** Engagement, satisfaction, and retention where relevant
- **External impact:** Community outcomes, partnerships, or social and environmental impact
- **Commercial alignment:** Evidence of how the initiative supported wider business objectives

Winning entries will show how purpose was translated into meaningful action, delivering real impact while strengthening brand and business outcomes.

Category 9: Best Brand Initiative (Budget £100,000 and above)

This category recognises brand campaigns delivered with a budget of £100,000 or more that demonstrate strong strategic thinking, creative execution, and measurable impact.

While budget determines eligibility, judging will focus on how effectively that investment was used, not the size of the spend itself.

Entries may include brand relaunches, repositioning, refreshes, or broader awareness initiatives aimed at customers, prospects, employees, or a mix of audiences.

Submissions should clearly outline:

- The rationale behind the campaign and why a brand shift or focus was needed
- The strategic and creative approach taken
- How different audiences were engaged, both internally and externally
- How the budget was used and where it delivered the most impact
- The results achieved against the original objectives

Judges will be looking for bold, high-impact brand initiatives that showcase strategic thinking, innovation, and strong audience engagement, demonstrating how investment in branding can drive tangible results.

Success in this category should be demonstrated through brand impact, audience engagement, and contribution to business outcomes.

Key metrics may include:

- **Brand impact:** Awareness, recall, perception, and share of voice
- **Audience engagement:** Reach, interactions, sentiment, and content engagement
- **Employee advocacy:** Internal engagement, adoption, and advocacy
- **Commercial impact:** Leads, pipeline contribution, revenue influence, and longer-term brand value
- **Campaign effectiveness:** How investment translated into measurable results across channels

Winning entries will show how a well-funded brand initiative translated investment into real impact, strengthening perception, engagement, and business outcomes.

Category 10: Best Use of Creative

This category recognises outstanding creative work that brings a campaign to life and makes it stand out, regardless of channel or format.

Submissions should clearly outline:

- How the creative idea was developed in response to the campaign objectives
- How the concept was applied across different channels and touchpoints
- How the creative was adapted or evolved to support different messages or stages of the campaign
- The thinking and process behind the creative development

Judges will be looking for originality, strong strategic alignment, and quality of execution, with clear evidence that the creative made a meaningful difference.

Success in this category should be demonstrated through the impact creative had on engagement and business outcomes.

Key metrics may include:

- **Brand impact:** Brand awareness, recall, and sentiment
- **Engagement:** Interaction rates, shares, time spent, and reach
- **Conversion & Demand:** Leads, pipeline contribution, and conversion rates
- **Commercial Impact:** Revenue influence and ROI where relevant

Winning entries will show how strong creative didn't just look good, but played a clear role in driving engagement, shaping perception, and delivering measurable results.

Category 11: Best Thought Leadership Programme

This category recognises programmes that position a brand as a credible and distinctive voice within its market through high-quality thought leadership.

Submissions should clearly outline:

- The challenge, opportunity, or market context behind the programme
- Why thought leadership was the right approach and what objectives were set
- How the core idea or insight was developed, including any research or expertise used
- The types of content or assets created and how they were used to engage the audience
- How the programme was activated across channels
- Any connection to wider activity, such as demand generation, ABM, or sales enablement, and the results achieved

Judges will be looking for programmes that are genuinely insightful and well executed, with clear evidence that they built credibility, engaged the right audience, and delivered measurable impact.

Success in this category should be demonstrated through the effectiveness of thought leadership in building authority, engaging audiences, and driving business impact.

Key metrics may include:

- **Brand impact:** Awareness, recall, perception, and reputation improvements
- **Content and social engagement:** Page visits, interactions (likes, comments, shares), and audience reach
- **PR and media exposure:** Earned media value, coverage, and share of voice
- **Lead and demand generation:** Downloads, form submissions, and opportunities created
- **Sales and revenue impact:** Contribution to pipeline, ABM influence, and revenue where applicable

Winning entries will show how thought leadership was developed and activated to build credibility, engage the right audience, and deliver measurable business results.

Category 12: Best Purpose-Led Marketing Initiative

This category recognises marketing programmes designed to support a clear purpose or social responsibility objective.

Submissions should clearly outline:

- The brand's purpose and its connection to the chosen cause
- How the initiative was designed to support or advance that purpose
- The objectives set and how success was defined
- The impact delivered within the campaign timeframe, rather than long-term commitments
- How the initiative linked back to wider marketing or business goals

Judges will be looking for work that is authentic, well thought through, and clearly aligned to both purpose and business outcomes.

Success in this category should be demonstrated through impact on brand perception, engagement, and meaningful outcomes linked to the purpose.

Key metrics may include:

- **Brand impact:** Awareness, reputation, and trust
- **Customer engagement and sentiment:** NPS, advocacy, feedback, and engagement levels
- **Employee impact:** Engagement, satisfaction, and retention where relevant
- **External impact:** Community outcomes, partnerships, or social and environmental impact
- **Commercial alignment:** Evidence of how the initiative supported wider business objectives

Winning entries will show how purpose was translated into meaningful action, delivering real impact while strengthening brand and business outcomes.

Category 14: Best Public Relations Campaign

This category recognises the effective use of public relations to achieve a defined marketing or commercial objective.

Submissions should clearly outline:

- How PR was used strategically to support specific goals, either as a standalone approach or as part of a wider integrated campaign
- The media strategy, including which outlets, platforms, or influencers were targeted and why
- How journalists, commentators, or media partners were engaged throughout the campaign
- The role of PR within the broader programme, where relevant
- How success was measured, including the impact across digital, print, broadcast, and social channels

Judges will be looking for clear strategic thinking, strong execution, and evidence that PR activity delivered real impact, not just coverage.

Success in this category should be demonstrated through measurable brand impact, media reach, and audience engagement.

Key metrics may include:

- **Media coverage and reach:** Volume, quality, and relevance of placements
- **Brand impact**: Awareness, recall, and sentiment
- **Engagement:** Shares, comments, mentions, and content interaction
- **Earned media value:** Where relevant, supported by context rather than used in isolation
- **Influence and amplification:** How coverage extended across channels and audiences
- **Commercial impact:** Contribution to leads, pipeline, or wider business objectives

Winning entries will show how PR activity not only generated coverage, but meaningfully increased visibility, shaped perception, and contributed to broader business outcomes.

SECTION C: GROWTH MARKETING

Category 15: Best Customer Growth or Expansion Initiative

This category recognises initiatives focused on growing existing accounts, whether through expansion, cross-sell, upsell, or improving retention and renewal.

Submissions should clearly outline:

- How the opportunity was identified, including insight into customer needs and growth potential
- How the programme engaged key stakeholders or buying groups within the account
- How marketing and sales worked together to drive growth or retention
- The strategy used to deepen relationships and increase account value
- The results achieved, including revenue growth, retention, or expansion

Judges will be looking for initiatives that show a clear understanding of customer needs, strong collaboration between teams, and measurable commercial impact.

Success in this category should be demonstrated through impact on revenue growth, retention, and expansion within existing accounts.

Key metrics may include:

- **Revenue growth and expansion:** Increase in contract value, cross-sell and upsell revenue
- **Customer retention and renewal:** Retention rates, renewals secured, and reduction in churn
- **Pipeline growth and acceleration:** Opportunities created, pipeline value, and deal progression
- **Customer engagement:** Depth and frequency of engagement across key stakeholders
- **Lapsed customer re-engagement:** Value of reactivated accounts and opportunities generated
- **Sales and marketing alignment:** Marketing-influenced revenue and evidence of joint success

Winning entries will show how a well-executed, insight-led approach strengthened customer relationships and delivered clear growth within existing accounts.

Category 16: Best Demand Generation Programme (including lead generation)

This category recognises marketing programmes designed to generate and nurture demand, turning interest into qualified opportunities and pipeline.

This includes lead generation activity within the broader demand generation framework.

Entries may include inbound, outbound, or integrated approaches, using a mix of channels, content, and tactics to engage target audiences and move them through the buying journey.

Submissions should clearly outline:

- The context and business objectives behind the programme
- How the strategy was designed to generate and nurture demand across the buyer journey
- The role of different channels, content, and tactics
- How audiences were defined, targeted, and engaged
- How leads were qualified, progressed, and handed over to sales
- The results achieved, including pipeline and revenue impact

Judges will be looking for programmes that go beyond generating leads to show how demand was built, nurtured, and converted into meaningful commercial outcomes.

Success in this category should be demonstrated through the ability to generate demand and convert it into pipeline and revenue.

Key metrics may include:

- **Engagement:** Email open rates, click-through rates, website visits, and interactions
- **Lead quality and progression:** Conversion from lead to MQL, SQL, and qualified pipeline
- **Pipeline creation:** Number of opportunities and total pipeline value generated
- **Conversion performance:** Lead-to-opportunity and opportunity-to-win rates
- **New account acquisition:** Number of net-new customers acquired
- **Revenue impact:** Revenue generated from marketing-sourced or influenced activity

Winning entries will show how demand was effectively generated and converted into high-quality opportunities, delivering clear and measurable business growth.

Category 17: Best Account-Based Marketing Campaign

This category recognises excellence in account-based marketing, where campaigns are designed to engage buying groups within target organisations, rather than individual leads.

Entries may include 1-to-1, 1-to-few, or 1-to-many (programmatic) ABM approaches, across new business, customer growth, or a combination of both.

Submissions should clearly outline:

- How target accounts were selected and how insight informed the approach
- How the campaign was designed to engage the buying group and address customer needs
- The role of sales collaboration and how teams worked together
- How channels, content, and technology were used to deliver the programme
- The results achieved and the impact on target accounts

Judges will be looking for well-executed ABM campaigns that demonstrate strong customer understanding, close sales alignment, and clear commercial impact.

Success in this category should be demonstrated through measurable impact at an account level, aligned to the campaign objectives.

Key metrics may include:

- **Account engagement:** Depth and quality of engagement across the buying group, including interaction and reach within target accounts
- **Pipeline impact:** Opportunities created, pipeline value, and progression of target accounts
- **Revenue impact:** Revenue generated, closed-won deals, or expansion within existing accounts
- **Account growth:** Upsell, cross-sell, share of wallet, and retention or renewal rates
- **Account acquisition:** New accounts won and conversion from engaged account to opportunity or sale
- **Programme effectiveness:** Performance across channels, content engagement, and account-level activity (e.g. MQAs for programmatic ABM)

Winning entries will demonstrate a targeted, insight-led ABM approach that engages key accounts, strengthens relationships, and delivers measurable commercial results.

Category 18: Best Enterprise Targeted Campaign

This category recognises marketing campaigns designed to engage decision-makers within large or enterprise-level organisations, where buying processes are typically complex and involve multiple stakeholders.

Entries should demonstrate how the campaign was tailored to navigate enterprise environments, stand out to senior audiences, and influence long, multi-stage buying decisions.

Submissions should clearly outline:

- The target audience and why enterprise organisations were prioritised
- How messaging and positioning were adapted for complex buying groups
- How the campaign addressed multiple stakeholders and decision-makers
- How challenges such as procurement, long sales cycles, or organisational complexity were navigated
- The role of channels, content, and touchpoints in reaching enterprise audiences
- The results achieved and impact on target accounts

Judges will be looking for campaigns that show a strong understanding of enterprise buying dynamics and deliver measurable engagement and commercial outcomes.

Success in this category should be demonstrated through engagement and commercial impact within large, complex organisations.

Key metrics may include:

- **Enterprise engagement:** Interaction from senior stakeholders and depth of engagement across buying groups
- **Account engagement:** Multi-touch engagement within target organisations and time spent with campaign assets
- **Pipeline impact:** Opportunities created, pipeline value, and progression of enterprise accounts
- **Revenue impact:** Contribution to closed-won deals or enterprise-level growth
- **Conversion performance:** Movement from engagement to opportunity within complex sales cycles
- **Campaign effectiveness:** Performance of channels, content, and touchpoints in reaching enterprise audiences

Winning entries will demonstrate how a campaign successfully navigated enterprise complexity to engage decision-makers and deliver measurable commercial results.

Category 19: Best Sales Enablement Initiative

This category recognises initiatives that equip sales teams with the insight, content, tools, and support they need to engage buyers more effectively and convert opportunities into revenue.

Submissions should clearly outline:

- The sales or commercial challenge the initiative was designed to address
- How marketing and sales worked together to develop and deliver the initiative
- The tools, content, or processes introduced to support sales teams
- How adoption and engagement were driven across the sales organisation
- The impact on sales performance, efficiency, and customer engagement

Judges will be looking for initiatives that go beyond providing assets, showing clear alignment between marketing and sales and a measurable impact on commercial outcomes.

Success in this category should be demonstrated through improvements in sales effectiveness, productivity, and commercial impact.

Key metrics may include:

- **Win rate and conversion:** Percentage of opportunities converted into closed deals
- **Revenue impact:** Revenue generated or influenced by the initiative
- **Pipeline progression:** Improvements in deal velocity and movement through the funnel
- **Sales adoption:** Usage of content, tools, and resources by sales teams
- **Sales productivity:** Time to first deal, quota attainment, or output per rep
- **Sales cycle efficiency:** Reduction in sales cycle length or number of interactions required

Winning entries will show how sales enablement improved seller effectiveness, strengthened alignment, and delivered measurable commercial results.

Category 20: Best Use of Channel or Ecosystem Marketing

This category recognises excellence in working with partners, whether resellers, distributors, alliances, or wider ecosystem players, to deliver marketing impact and drive growth.

Entries should show how organisations have effectively collaborated with partners to reach new audiences, strengthen relationships, and deliver commercial results.

Submissions should clearly outline:

- The role of partners within the overall go-to-market or growth strategy
- The type of ecosystem involved (e.g. resellers, technology partners, alliances) and how partners were selected
- How the partner strategy evolved in response to market conditions or opportunities
- How marketing activity was enabled across the ecosystem (e.g. content, funding, tools, incentives)
- How collaboration between teams and partners was managed
- The results achieved, including impact on pipeline, revenue, or market reach

Judges will be looking for strong collaboration, clear strategic thinking, and evidence that partner marketing activity delivered meaningful business results.

Success in this category should be demonstrated through the impact of partner and ecosystem activity on revenue, engagement, and growth.

Key metrics may include:

- **Revenue and sales impact:** Contribution to pipeline, partner-driven revenue, and deal acceleration
- **Partner engagement:** Participation rates, adoption of campaigns, and use of provided resources
- **Partner acquisition and retention:** New partners onboarded, retention rates, and partner satisfaction
- **Marketing influence:** Uplift in partner-led opportunities and marketing-influenced deals
- **Market expansion:** Growth in new segments, territories, or audiences reached through partners

Winning entries will showcase a well-executed channel strategy that strengthened partnerships, drove revenue growth and delivered measurable success through collaborative marketing efforts.

Category 21: Most Commercially Successful Campaign

This category recognises campaigns that have delivered exceptional commercial results, with a clear and measurable impact on revenue and return on investment.

While financial performance is the primary focus, entries should also demonstrate strong strategic thinking and effective execution.

Submissions should clearly outline:

- The commercial objectives and the challenge the campaign was designed to address
- How the budget was allocated and optimised to drive maximum return
- The strategy and approach taken to deliver results
- Clear attribution linking marketing activity to revenue outcomes
- The key results achieved, including pipeline, conversion, and revenue impact
- Any supporting validation, such as stakeholder or client feedback

If data or budget is confidential, please indicate this clearly in the submission.

Judges will be looking for campaigns that show a direct and credible link between marketing activity and business performance, not just strong top-line numbers.

Success in this category should be demonstrated through clear commercial impact, with a focus on revenue and return.

Key metrics may include:

- **Revenue and ROI:** Revenue attributed to the campaign, return on investment, and cost per acquisition
- **Pipeline and conversion:** Pipeline value created, conversion rates, and contribution to closed deals
- **Customer growth:** New customers acquired, market share, and customer lifetime value
- **Retention and expansion:** Renewal rates, upsell, and cross-sell revenue
- **Brand contribution:** Evidence of how brand activity influenced commercial outcomes

Winning entries will show a clear link between marketing activity and revenue, demonstrating how strong strategy and execution translated into measurable business growth.

SECTION D: AUDIENCES AND OBJECTIVES

Category 22: Best AI-Powered Marketing Transformation **NEW**

This category recognises the use of AI to drive meaningful change in how B2B marketing is delivered, whether through improving performance, increasing efficiency, or transforming ways of working.

Entries may focus on customer-facing programmes or internal transformation, including workflows, operations, insight generation, or creative execution.

Submissions should clearly outline:

- The business problem or opportunity AI was used to address
- The type of AI applied and why it was appropriate
- How AI was implemented within marketing or sales workflows
- How outputs were governed, tested, and validated
- The role of human oversight, including safeguards around bias, transparency, and compliance
- The impact AI had on performance, productivity, or decision-making
- Any challenges faced and how they were addressed

Judges will be looking for thoughtful, purposeful use of AI that delivers real value, not just experimentation or surface-level application.

Success in this category should be demonstrated through the impact of AI on performance, efficiency, and business outcomes.

Key metrics may include:

- **Performance improvement:** Gains in speed, accuracy, scale, conversion, or customer experience
- **Efficiency and productivity:** Time saved, cost reduction, or workflow optimisation
- **Marketing and commercial impact:** Contribution to engagement, pipeline, revenue, or decision quality
- **Personalisation and relevance:** Improvements in targeting, content relevance, or customer experience
- **Adoption and scalability:** Internal uptake, integration into workflows, and ability to scale

Winning entries will show how AI has been applied in a meaningful way to improve how marketing works, delivering measurable, scalable, and responsible impact.

Category 23: Best Customer Experience Initiative (Digital or Physical) **NEW**

This category recognises initiatives that deliver a high-quality, connected customer experience across *digital* and *physical* touchpoints.

It is open to programmes that improve how customers interact with a brand, from first engagement through to ongoing relationship management, with a strong emphasis on digital experience.

Submissions should clearly outline:

- How the customer experience was designed or improved, particularly across digital channels (e.g. web, platforms, apps, portals)
- How customer insight and data informed the experience
- How different touchpoints were connected to create a seamless journey
- Any use of technology, automation, or personalisation to enhance the experience
- How the initiative aligned with wider marketing or commercial objectives
- Clear objectives and how success was measured

Judges will be looking for initiatives that go beyond surface-level improvements to deliver genuinely better, more intuitive customer experiences. Strong entries will show a clear understanding of customer needs, thoughtful design, and measurable impact.

Success in this category should be demonstrated through improvements in customer experience, engagement, and business outcomes.

Key metrics may include:

- **Customer satisfaction:** CSAT, NPS, or other satisfaction measures
- **Digital experience performance:** Journey completion rates, drop-off reduction, time to complete tasks
- **Engagement:** Usage, interaction, repeat visits, and dwell time
- **Personalisation impact:** Uplift from tailored experiences or content
- **Customer retention and growth:** Retention rates, upsell, or expansion
- **Operational efficiency:** Improvements in speed, ease, or cost to serve

Winning entries will demonstrate how a well-designed experience, particularly across digital channels, improved both customer satisfaction and commercial outcomes.

Category 24: Best International Marketing Campaign

This category recognises marketing campaigns delivered across multiple regions, markets, or countries, demonstrating effective global strategy and local execution.

Submissions should clearly outline:

- Why the target regions or markets were selected
- How the campaign was adapted to reflect cultural, regulatory, or market differences
- How global and local teams were aligned and coordinated
- How channels, messaging, and budget were managed across regions
- The results achieved across different markets

Judges will be looking for campaigns that balance global consistency with local relevance, and that successfully navigate the complexities of international marketing

Success in this category should be demonstrated through performance across multiple markets, including both engagement and commercial outcomes.

Key metrics may include:

- **Revenue and pipeline impact:** Revenue generated, pipeline value, and opportunities created across regions
- **Market awareness:** Brand recognition, share of voice, and growth in key markets
- **Regional performance**: Engagement, conversion, and results by market
- **Team alignment:** Effectiveness of collaboration between global and local teams
- **Localisation impact**: Performance of tailored messaging and regional adaptations
- **Efficiency:** ROI and effectiveness of budget and channel allocation across markets

Winning entries will show how a well-coordinated international approach delivered strong results across markets while balancing global consistency with local relevance.

Category 25: The Commercial Marketing Award **NEW**

Free entry to Propolis members

This category recognises marketing teams that demonstrate how marketing functions as a true commercial driver of business growth.

Entries should focus on the overall marketing strategy and its commercial impact, rather than a single campaign or the achievements of an individual marketer.

Submissions should clearly outline:

- The commercial context and business challenges the organisation was facing
- The role marketing played in shaping and supporting business priorities
- The strategy developed, including how insight, data, and commercial thinking informed decisions
- How marketing aligned with sales, product, leadership, and other commercial functions
- How the strategy was delivered in practice, including key programmes or initiatives
- How success was measured and how the approach evolved over time
- The commercial results achieved and marketing's contribution to those outcomes

Entries should demonstrate how marketing moved beyond tactical execution to operate as a strategic commercial function within the business.

Where relevant, entrants may reference impact across the Four Rs:

- **Reach:** Audience growth, awareness or engagement
- **Reputation:** Thought leadership, market authority or share of voice
- **Relationships:** Customer or account engagement and loyalty
- **Revenue:** Pipeline generation, opportunities created or revenue influenced

Judges will be looking for clear evidence that marketing is influencing business strategy, aligning with commercial objectives, and delivering measurable impact beyond traditional marketing metrics.

Success in this category should be demonstrated through clear commercial outcomes and strategic influence across the business.

Key metrics may include:

- **Pipeline contribution:** Marketing-generated pipeline, opportunities created, and influence on deal progression
- **Revenue impact:** Revenue attributed to marketing activity, closed-won business, and contribution to growth
- **Customer growth:** New customer acquisition, account expansion, and retention impact
- **Conversion and efficiency:** Improvements in conversion rates, pipeline velocity, deal size, or cost efficiency
- **Sales alignment:** Evidence of collaboration with sales, including shared targets and outcomes
- **Return on investment:** Return on marketing investment and improvements in marketing effectiveness
- **Market impact:** Growth in awareness, share of voice, or market position
- **Strategic influence:** Evidence that marketing shaped business decisions, strategy, or investment priorities

Winning entries will demonstrate how marketing operates as a commercial function, driving measurable business growth and influencing strategic direction.

SECTION E: TEAMS AND PRACTITIONERS

Category 26: Best Agency – Client Partnership **NEW**

This category recognises outstanding collaboration between a B2B marketing agency and a client, where a strong working relationship led to better thinking, better execution, and stronger results.

Submissions should clearly outline:

- The context of the partnership and the challenge or opportunity being addressed
- How objectives were defined together and aligned to business goals
- How the client and agency worked together day to day, including roles, responsibilities, and decision-making
- Examples of collaboration in action, such as co-creation, problem-solving, and adapting to challenges
- How communication, trust, and ways of working contributed to the outcome

Judges will be looking for genuine partnership, not just delivery. The strongest entries will show how working closely together led to better outcomes than either side could have achieved alone.

Success in this category should be demonstrated through both the strength of the partnership and the results it delivered.

Key metrics may include:

- **Business impact:** Revenue growth, pipeline contribution, performance improvement, or other measurable outcomes delivered through joint effort
- **Collaboration effectiveness:** Evidence of shared planning, clear communication, and joint ownership of outcomes
- **Execution quality**: Improvements in speed, quality, innovation, or effectiveness driven by the partnership
- **Relationship strength:** Longevity of the partnership, repeat work, or expansion in scope and responsibility
- **Stakeholder endorsement:** Testimonials or feedback from both client and agency demonstrating the value of the partnership

Winning entries will show how a strong, well-managed partnership directly contributed to better thinking, stronger execution, and measurable business results.

Category 27: B2B Marketing Team of the Year

This category recognises *in-house* B2B marketing teams that have delivered outstanding performance over the past year.

Entries should demonstrate how the team worked together to achieve meaningful business results, overcome challenges, and contribute to wider commercial success.

Submissions should clearly outline:

- The structure of the team and the roles within it
- The key objectives set and how they aligned with business priorities
- The challenges faced and how the team responded
- How the team collaborated internally and with other functions such as sales, product, or leadership
- Examples of innovation, improvement, or new ways of working
- The results achieved and the team's contribution to business outcomes

Judges will be looking for teams that combine strong collaboration with clear commercial impact, and that demonstrate how marketing contributes to business success.

Judges will be looking for teams that combine strong collaboration with clear commercial impact, and that demonstrate how marketing contributes to business success.

Key metrics may include:

- **Business impact:** Marketing-influenced pipeline, revenue contribution, and overall impact on business growth
- **Brand performance:** Improvements in awareness, reputation, or market position
- **Team engagement:** Retention rates, satisfaction scores, and overall team health
- **Customer impact:** Contribution to customer acquisition, retention, or growth
- **Collaboration effectiveness:** Evidence of cross-functional working and shared success with other teams
- **Operational improvement:** Gains in efficiency, ways of working, or delivery performance

Winning entries will show how a high-performing marketing team delivered strong business results while building a collaborative, effective, and forward-thinking function.

Category 28: B2B Marketer of the Year

This category recognises an individual who has made a significant impact within their organisation over the past year.

Entries should demonstrate how the individual has contributed to business success through strategic thinking, leadership, and measurable results.

Submissions should clearly outline:

- The individual's role, remit, and organisational context
- The key initiatives, programmes, or changes they have led
- How they influenced strategy, decision-making, or business direction
- Their impact on team performance, collaboration, or ways of working
- The results achieved and their contribution to business outcomes
- Testimonials from colleagues, senior stakeholders, or direct reports

Judges will be looking for an individual who has gone beyond delivery to drive meaningful change and commercial impact.

Success in this category should be demonstrated through the individual's contribution to business performance, strategic progress, and organisational impact.

Key metrics may include:

- **Business impact:** Contribution to revenue, pipeline, customer growth, or market position
- **Initiative success:** Measurable results from projects, campaigns, or strategic changes led by the individual
- **Strategic influence:** Evidence of shaping direction, decision-making, or commercial priorities
- **Team impact:** Influence on team performance, development, or culture
- **Leadership and recognition:** Testimonials, internal recognition, or progression linked to performance

Winning entries will showcase an individual who has delivered strong results, influenced strategic direction, and made a lasting impact on their organisation.

Category 29: B2B Marketing Agency of the Year (UK)

This category recognises UK-based B2B marketing agencies that have delivered outstanding performance over the past year.

Entries should demonstrate a strong combination of commercial success, client impact, and a healthy, high-performing team.

Submissions should clearly outline:

- The agency's positioning, focus, and what differentiates it in the market
- Key client work and campaign successes delivered over the past year
- New business performance, including client wins and retention
- The agency's financial performance and growth
- Team culture, development, and employee engagement
- Any innovation, expansion, or notable achievements
- Testimonials from clients demonstrating the agency's impact

Judges will be looking for agencies that combine strong commercial performance with excellent client delivery and a positive, well-managed team culture.

Success in this category should be demonstrated through overall business performance, client success, and team health.

Key metrics may include:

- **Financial performance:** Revenue growth, profitability, and overall commercial performance
- **Client success:** Client retention, satisfaction, and evidence of long-term partnerships
- **New business growth:** New client wins, pipeline growth, and expansion of existing accounts
- **Campaign impact:** Results delivered for clients, including business or marketing outcomes
- **Team engagement:** Employee satisfaction, retention, and team development
- **Market position:** Differentiation, reputation, and industry recognition

Winning entries will showcase a high-performing agency that delivers strong commercial results, builds lasting client relationships, and fosters a positive and effective team culture.

Category 30: Global B2B Marketing Agency of the Year

This category recognises B2B marketing agencies that deliver outstanding performance across multiple markets.

Entries should demonstrate strong commercial results, effective global delivery, and the ability to manage clients and campaigns across regions.

Submissions should clearly outline:

- The scale and structure of the agency's global operations
- How client relationships and delivery are managed across different markets
- Examples of international work and campaign success
- How the agency adapts to different regions, audiences, or market conditions
- The agency's financial performance and growth across markets
- Team culture, collaboration, and development across locations
- Testimonials from clients demonstrating global impact

Judges will be looking for agencies that combine strong commercial performance with consistent, high-quality delivery across markets.

Success in this category should be demonstrated through global business performance, client success, and operational effectiveness across markets.

Key metrics may include:

- **Financial performance:** Revenue growth, profitability, and performance across international markets
- **Client success:** Client retention, satisfaction, and strength of global client relationships
- **New business growth:** International client wins and expansion across regions
- **Campaign impact:** Results delivered across multiple markets, including business and marketing outcomes
- **Team engagement:** Employee satisfaction, retention, and collaboration across global teams
- **Global execution:** Effectiveness of delivering consistent work across regions while adapting to local needs

Winning entries will showcase a high-performing agency that delivers strong commercial results, builds global client relationships, and operates effectively across multiple markets.

Grand Prix

The Grand Prix is awarded to the most outstanding campaign across all categories. The shortlist is composed of the standout winners from the campaign categories.

Judges will select the entry that represents the pinnacle of B2B marketing excellence.

Compiling your entries

POWER PLAYERS

This section includes information on how to compile your entries. The following points must be considered and completed for all categories:

4.1 Details

Once you have created an account on our online platform, you can start your entry.

The first section of the submission form asks for basic information about the entry, the category it's being entered into, and the company making the submission.

These questions will vary from category to category, by necessity.

You will also be required to confirm that the campaign or programme in question was live within the specified awards timeframe, and that it targeted organisations in the UK.

4.2 Summary

After completing the details, you'll move onto the summary page, where you must complete a 200 word summary, explaining succinctly the main reasons why your entry should win this category. This 200 words does not count towards the 2000 words allocated to the main body copy (see 4.3).

4.3 Structure

The body of each written submission must be no more than 2000 words in length when complete and be separate from the 200-word summary. Pictures, captions and headlines do not form part of the overall word count. Supplementary material that explains some of the more complex elements of the campaign may be included as an appendix, but this is not recommended. Applicants should ensure that all relevant information is included in the main submissions section and the 200-word allocation.

Requirements for categories 1-24 are slightly different from the remaining categories because they relate to specific marketing campaigns. Please refer to the category 1-24 entry template, which you can find on the awards portal, for more information.

Note: *Certain criteria will take precedence in particular categories where appropriate. This will be highlighted on the entry form, for example, creativity will be emphasised in category 10: Best use of creative.*

Note: *Results in particular are essential - failure to provide information on targets, measurements or ROI calculations on results is likely to detrimentally affect the judges' view of the entry.*

4.4 Style

We suggest that submissions explain the facts associated with the campaign in simple and straightforward terms, rather than using creative copywriting in an attempt to enhance appeal.

4.5 Attachments and supporting material

We recommend that submissions include imagery. You should upload all images related to your entry as attachments before finalising your submission. Please note that a maximum of 10 files (maximum 15MB per file) can be uploaded per submission, in the Appendix section.

To make it easy for the judges to see what goes together, caption all of your images and reference them to your main text.

Note: *You must compile all your supporting materials into one document and upload this as well as submitting them individually. You are also required to upload a Presentation Board as part of your submission.*

Presentation boards are to incorporate imagery or communications material relating to the campaign to better illustrate campaign creative.

Note: *Boards of winning campaigns may be showcased at the awards ceremony, at other B2B Marketing events and online. You may wish to consider this when compiling your entries.*

- A maximum of two boards per entry in each category is allowed.
- Please format your boards using the B2B board template listed on the awards website. Please email b2bawards@b2bmarketing.net if you have any questions.
- It's essential that each board is clearly labelled with the following information on the front: campaign name, category number, client name and/or agency name.
- If one campaign is entered in multiple categories, the same board(s) can be reused, but must be labelled clearly to indicate this.
- High-resolution digital versions of presentation boards must be supplied along with digital submissions.

4.6 Confidentiality

Please note that by submitting this application you give B2B Marketing the rights to:

- Use your submission as a case study either at our events or on our website in order to showcase some of the best work across the industry.
- Use your submission (including published case studies and anonymised data) to enhance B2B Marketing's AI-powered services, including Propolis, to provide intelligent insights and analysis to B2B Marketing's members and customers.

If you win gold, a full case study on your entry will be published on Propolis, our community for B2B marketing leaders. A shorter version will feature in the B2B Marketing Awards 2026 Winners Report on the B2B Marketing website. Silver, bronze, and highly commended winners will have a short entry overview included in the Winners Report.

We appreciate that certain information supplied in these entries may be confidential. Please take the following steps to ensure your submission is marked correctly as confidential:

1. Please check yes in the box "Do you wish to keep any of the above sections confidential?" at the bottom of the 'Main submission' section.
2. Then list the sections you wish to keep confidential in the box.
3. Email a public facing copy of your submission that omits the confidential parts to **b2bawards@b2bmarketing.net**.

Please note that anything that is not marked in this way will be published, and that we cannot omit the full case study from publication. We will still need to demonstrate the results. If this cannot be expressed in terms of revenue figures, please include percentage increases and strong, relevant engagement results.

4.7 Payment

Please refer to section 2.2.

4.8 Receipt of entries

You will receive a receipt and confirmation of payment for entries via email once payment has been processed.



FAQs

POWER PLAYERS

Who can enter these awards?

Anyone – as long as the activity, company or individual involved in the submission relates to or is involved in B2B marketing. We also accept submissions from international companies.

Why should I enter these awards?

Winning a B2B Marketing Award doesn't just give you something to boast about - it will be a key weapon in your armoury, demonstrating excellence and helping you to win new business.

What is the period of eligibility for the awards?

The qualifying period for campaigns entered is 1 April 2024 - 31 March 2026.

What is the word count?

200 for the summary, and 2000 for the remainder of the submission.

Can I add attachments?

Yes, you can add 10 attachments (15MB each).

I've designed a creative version of my submission. Can I add this as an attachment?

Yes, but please ensure that you have completed the online fields in the submission form.

How can I be sure about the integrity of these awards?

The judging process is entirely independent of the organisers and is led by an independent chairperson. Our judging panel is made up of senior client-side B2B marketers from leading organisations, ensuring decisions are grounded in real-world experience and commercial understanding.

How do I enter the awards?

To enter, you need to navigate to our awards website and click 'Start Your Entry'. Please refer to the guidelines in section 2 and 4, which detail everything you need to know about putting together your submission. Entries open in April and you can compile and complete your entry or entries through our dedicated online awards platform. You must complete your entry or entries by 10 July.

Can I edit my entry?

Yes, you can edit your entry until your chosen deadline. Please note, if you have submitted before the early deadline, you can edit your submission until the final deadline, but this will incur the late standard submission fee.

What should my entries include?

All entries must follow the necessary category-specific entry criteria online, and you should include any supporting material, such as video, alongside this while submitting your entry. Please ensure all your entries are clearly attributed to the correct category, complete with contact details and all the information you wish to be displayed.

How much does it cost to enter?

- Entries submitted before 8 May will be charged £345 + VAT per submission.
- Entries submitted between 9 May 2026 and the deadline of 26 June 2026 will be charged at £455 + VAT per submission.
- Entries submitted between 26 June 2026 and the extended deadline of 10 July 2026 will be charged at £505 + VAT per submission.
- The NEW Commercial Marketing Award category is free to enter for Propolis members, and subject to the same entry pricing for all other entrants.

Can I enter the same project into more than one category?

Yes, but an entry fee for each submission will apply of £505 + VAT which must be paid for each category entered.

How do I pay?

Payment can be made either by invoice or credit card online when submitting your entry. Failure to make the payment will result in your entry being disqualified.

When will the shortlist be announced?

The shortlist will be announced early September.

When and where are the B2B Marketing Awards taking place this year?

The B2B Marketing Awards will take place on Wednesday 25 November 2026 at Old Billingsgate, London.

How can I book tables for the B2B Marketing Awards?

Tables are available now. Please contact b2bawards@b2bmarketing.net

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B2B Marketing
Westgate House
9 Holborn
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CONTACT INFORMATION

If you have any other queries regarding submissions that these guidelines do not answer, please contact b2bawards@b2bmarketing.net or call 020 7014 4920