B2B MARKETING AWARDS
FROM B2B MARKETING

MASTERS OF THE ARTS

MAKE your MARK



Guidelines for Submissions

DEADLINE: 27 JUNE 2025

SECTION 1

Key information

Introduction

This guide will help you compile your entries for the B2B Marketing Awards 2025, 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 1-26 are relevant to all entrants. The remaining categories are focused on particular companies or individuals. See pages 6-18 for more details on categories.

Key dates

ENTRIES OPEN: 4 April

EARLY BIRD ENTRY DEADLINE: 25 April

FINAL ENTRY DEADLINE: 27 June

FIRST ROUND JUDGING: July-August

SHORTLIST ANNOUNCED: 3 Sept

SECOND ROUND JUDGING: 16-20 Sept

CEREMONY: 26 November



SECTION 1

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

Win new business

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 can transform an agency, demonstrating excellence and validating expertise to our 120k+ digital audience and 700+ guests at the ceremony. and proving that you are leading the way.

Benchmark against your competitors

The B2B Marketing Awards are the biggest B2B awards in the calendar, attracting the real movers and shakers of the industry. With over 500 entries every year and growing, being a part of the awards is your chance to benchmark your performance and success against that of your competitors and prove that you are a leader in your field.

Reward your team

After a particularly challenging year, celebrating your achievements at the B2B Marketing Awards ceremony in November is a fantastic way to reward your team and motivate them for the future. Creating an award-winning culture will inspire pride within your department, and make your company an attractive prospect for potential new hires.

Learn and develop

Curating your entry is an opportunity to reflect on your marketing strategy across the past year. Our judging panel of expert B2B marketing experts will give feedback on all shortlisted entries, giving you an exclusive opportunity to identify areas for improvement.



SECTION 2

MAKE your MARK

Entering the B2B Marketing Awards

2.1 Top tips for putting your entry together

- The deadline is 27 June. A late fee will be payable on entries received after this date.
- Decide which category or categories are right for you. There's a full list on pages 6-18 plus the entry criteria. Ask yourself which categories best fit the stories you want to tell.
- The qualifying period for campaigns entered is 1 April 2023 - 31 March 2025. Please note that to be eligible, at least part of the campaign must have taken place within this specified timeframe. However, the campaign itself does not need to have started within this timeframe.
- As you can see above, we have extended the qualification period for submissions. However, we kindly request that entrants refrain from submitting programmes or campaigns previously entered into the Awards in preceding years.
- We accept entries globally, but elements of your entry must have had activation within the UK.

Once you have compiled your entry / entries, you must do the following to ensure they are submitted properly.

- Complete a digital version of your submission(s) on our dedicated entry platform. Once registered, you can use this platform to manage your entries easily, and continue to edit your submissions before you submit.
- Sit back and wait for the shortlist to be announced.

REGISTER AND START YOUR ENTRY

2.2 Payment

Submissions close Friday 27 June.

- Entries submitted before the early bird deadline of 26 April will be charged at £310+VAT per submission.
- Entries submitted between 25 April and the standard deadline of 27 June will be charged at £410+VAT per submission.
- 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 make a late entry, or have any other problem with your submission, please email **events@b2bmarketing.net.**

SECTION 2

Your quick guide to entering the B2B Marketing Awards

MAKE your MARK

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 **27 June**.
- 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

SECTION 3

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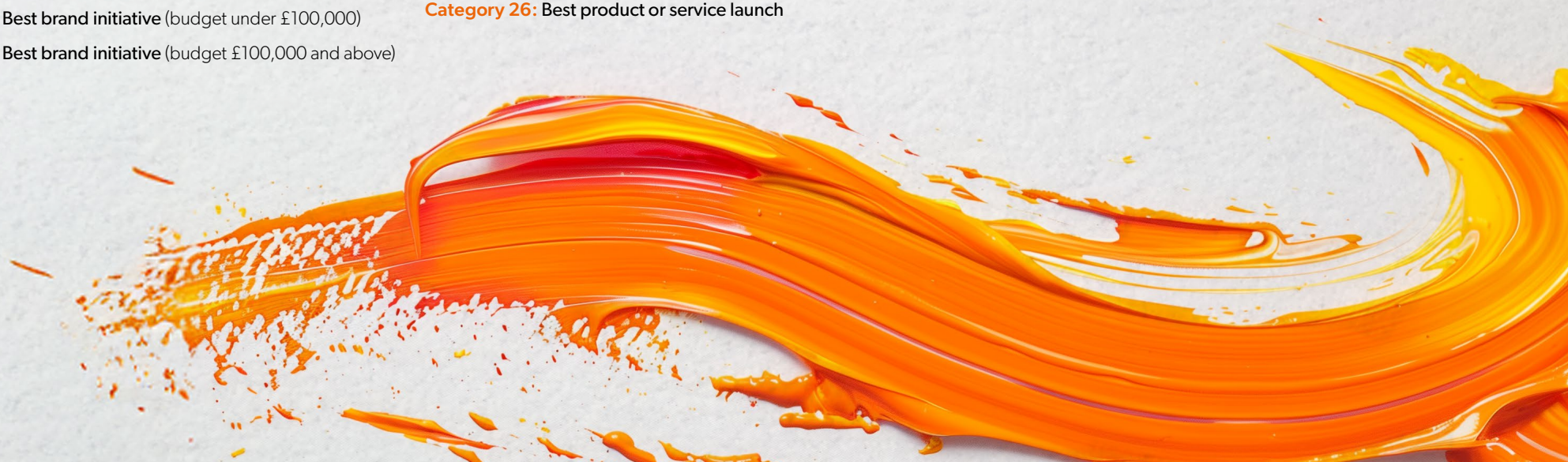
Category 27: B2B marketing team of the year

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 omnichannel programme	**This category recognises campaigns that effectively integrate multiple channels within a seamless omnichannel framework to achieve a clear objective.** **Submissions must outline:** • The mix of channels used and how they were integrated. • The strategy behind ensuring channels complemented one another. • How effectiveness was measured against objectives with supporting data. • 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 evidence of how omnichannel strategies improved customer experience, maximised engagement and contributed to measurable business success.	**Success in this category must be demonstrated across individual channels and the overall campaign, showing how they worked together to enhance engagement and maximise impact.** **Key metrics should align with objectives and may include:** • Cross-Channel Engagement Rate – Measuring interaction across multiple touchpoints. • Conversion Rate by Channel – Assessing each channel's role in driving action. • Customer Satisfaction (CSAT) & Net Promoter Score (NPS) – Gauging audience experience and loyalty. • Customer Effort Score (CES) – Evaluating ease of navigation across channels. • Attribution & Impact Analysis – Identifying how channels influenced customer behaviour and business outcomes. • Customer Journey Completion Rate – Tracking success in guiding users through the full omnichannel journey. Winning entries will provide data-driven evidence of how omnichannel strategies improved customer experience, engagement and business impact.
Category 2: Best use of media	**This category recognises the most effective use of paid, third-party media by an agency or in-house marketing team to drive brand awareness, demand generation or lead acquisition.** It is particularly suited to brands implementing a performance marketing strategy, using media channels dynamically to optimise response. Entries can include any media channel (online or offline). **Submissions should clearly outline:** • The rationale behind selecting specific media formats, mechanics, and/or partners. • How targets were set, campaign outcomes, and how success was measured. • If the creative strategy was influenced by media selection, this should be detailed. • Any testing of new media, formats, or partnerships not previously deployed. Judges will be looking for insights into the decision-making process behind media buying or partnerships, how the approach integrated into a wider programme, and how it leveraged other channels or mechanics. Where relevant, submissions should also highlight how the campaign innovated or pushed the boundaries of media usage.	**Success in this category must be demonstrated through effective media strategy, audience engagement and measurable impact across channels.** **Key metrics should align with objectives and may include:** • Digital Media Consumption Measuring what content was consumed and where. • Audience Measurement – Identifying who engaged with the campaign across media channels. • Advertising & Delivery Exposure – Tracking ad impressions, visibility and reach across platforms. • Advertising Effectiveness & Business Outcomes – Evaluating impact on brand awareness, demand generation, ROI and business actions taken. • Cross-Media Measurement – Assessing how different channels performed individually and collectively in driving campaign success. Winning entries will showcase a strategic, data-driven media approach that maximises engagement, optimises spend and delivers tangible business results.

Category 3:
Best use of live events (digital, physical or hybrid)

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

Eligible entries may include a variety of event formats, such as exhibitions, conferences, launch events, seminars, roundtables, awards ceremonies, or webinars. Events may be bespoke to a specific purpose or involve leveraging an existing third-party event (e.g. an exhibition or industry conference).

Submissions should clearly outline:

- The role of the event within the broader marketing strategy.
- How communications and messaging around the event were planned and executed.
- How the event experience was designed to engage the audience and meet objectives.
- Where applicable, how the event aligned with a wider programme of activity.
- Clear objectives and robust measurement demonstrating success and impact

Judges will be looking for evidence of a well-executed event strategy that delivered meaningful engagement and tangible results.

Success in this category must be demonstrated through measurable business impact, audience engagement and commercial outcomes generated by the event.

Depending on event objectives and the timeline between event delivery and submission, key metrics may include:

- Pipeline Contribution & Revenue Attribution – Opportunities created and revenue directly linked to event participation.
- Customer Retention & Upsell Impact – Influence on existing customer relationships and expansion of account value.
- Database Growth & Future Registrations – Increase in new contacts and sign-ups for future events.
- Attendance & Engagement Trends – Year-on-year growth in attendance, session interaction and post-event engagement.
- Sponsorship ROI & Growth – Revenue from sponsorships and year-on-year increase in sponsorship investment.

Winning entries will showcase a strategic, data-driven media approach that maximises engagement, optimises spend and delivers tangible business results.

Category 4:
Best public relations campaign

This category recognises the effective use of public relations (PR) techniques or services to achieve a defined marketing objective.

Submissions should clearly outline:

- How PR was used strategically to meet specific marketing goals, either as the primary technique or as a key part of an integrated or omnichannel campaign.
- The mix of media, publications, influencers or bloggers targeted, and the rationale behind the media engagement strategy.
- How journalists, commentators or media platforms were engaged and activated throughout the campaign.
- The methods used to measure and evaluate the success of PR activity, including the impact across all relevant forms of media—digital, print, and broadcast.

Judges will be looking for strategic clarity, originality in PR execution, and evidence of measurable impact through earned media and audience engagement.

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

Key metrics should align with objectives and may include:

- Equivalent Media Value (EMV) – The estimated value of earned media coverage.
- Brand Impact Metrics – Brand recall, awareness and sentiment analysis.
- Social Engagement – Shares, comments, likes and video views.
- Media Reach & Coverage – Number of placements, audience size and quality of media exposure.

Winning entries will demonstrate how PR efforts successfully amplified brand visibility, engaged audiences and contributed to measurable business outcomes.

Category 5:
Best use of creative

This category recognises outstanding creative execution in conveying a campaign message, regardless of media, channel or format.

Submissions should clearly outline:

- How the creative concept was developed in response to the campaign objectives.
- How it was applied across various media and marketing channels.
- How the creative evolved to support different sub-messages or campaign elements, incorporating both text and visual executions.
- The creative development process undertaken by the agency or in-house team.

Judges will be looking for originality, strategic alignment, and executional excellence, demonstrating how creativity enhanced engagement and delivered measurable results.

Success in this category must be demonstrated through measurable impact on commercial objectives, whether focused on brand, demand generation or both.

Key metrics should align with objectives and may include:

- Brand Impact Metrics – Brand awareness, recall and sentiment analysis.
- Engagement Metrics – Interaction rates, social shares, time spent on content and audience reach.
- Conversion & Demand Generation – Lead generation, pipeline contribution and conversion rates.
- Commercial Impact – Revenue attribution and ROI where applicable.

Winning entries will showcase how creativity directly influenced audience engagement, brand perception and measurable business success.

Category 6: Best digital experience

This category recognises exceptional use of digital experiences to drive marketing success either as a standalone initiative or integrated with other online or offline channels.

Eligible entries may involve websites, apps, SaaS marketing platforms, AR/VR technologies or other digital innovations. Campaign objectives could include new customer acquisition, retention or growth or a combination of these.

Submissions should clearly outline:

- The technologies, platforms or techniques used and how they were implemented.
- How the digital experience was designed to engage and add value to the audience.
- The specific marketing objectives and how success was defined.
- Measurable results demonstrating the impact and effectiveness of the initiative.

Judges will be looking for innovative and user-centric digital experiences that enhance engagement, drive meaningful interactions and deliver measurable business outcomes.

Success in this category must be demonstrated through the quality of the user experience, engagement levels and impact on business objectives.

Key metrics should align with objectives and may include:

- Engagement Rate – Measuring user interaction across the digital experience.
- Conversion Rate Optimisation – Tracking improvements in conversion performance.
- Customer Retention & Growth Rate – Evaluating long-term user retention and expansion.
- Average Session Length – Assessing how long users engage with the experience.
- Bounce Rate & Exit Rate – Understanding where users drop off.
- Lead Quality & Conversion – Measuring how effectively the experience drives valuable leads.
- Goal Completion Rate – Tracking the achievement of predefined user actions.
- Customer Satisfaction (CSAT) & Customer Effort Score (CES) – Measuring user satisfaction and ease of interaction.

Winning entries will demonstrate a seamless, engaging and results-driven digital experience that enhances user satisfaction and delivers measurable business impact.

Category 7: Best use of social media or influencer marketing

This category recognises excellence in the use of social media or influencer marketing, whether as the primary focus of a campaign or as part of a broader marketing programme.

Submissions should clearly outline:

- The strategic relevance of social media or influencer marketing to the campaign.
- How social channels were selected and/or how influencers were identified and engaged.
- Where applicable, how social or influencer activity integrated into a wider marketing programme or aligned with the brand's overall messaging and communications.
- Defined objectives and measurable success metrics demonstrating impact.

Judges will be looking for creative, strategic and results-driven use of social media or influencer partnerships that effectively engaged the target audience and delivered tangible outcomes.

Success in this category must be demonstrated through audience growth, engagement, brand impact and measurable business outcomes.

Key metrics should align with objectives and may include:

- Audience Growth & Reach – Follower growth, impressions and awareness metrics.
- Social Media Engagement – Likes, shares, comments and interaction rates.
- Brand Health Metrics – Sentiment analysis, social media mentions and share of voice.
- Referral & Website Traffic – Click-through rates and traffic generated from social platforms.
- Customer Satisfaction & Feedback – Ratings, reviews and responses collected via social media.
- Influencer Impact – Engagement levels, attributable website traffic and conversions.
- Earned Media & Press Mentions – Visibility gained through social-driven PR and external media.

Judges will be looking for innovative and user-centric digital experiences that enhance engagement, drive meaningful interactions and deliver measurable business outcomes.

Category 8: Best use of content

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

Eligible entries may include any content format or a combination of formats, such as email newsletters, whitepapers, videos, webinars, interactive reports, podcasts or other digital and print assets.

Submissions should clearly outline:

- How content was strategically developed as part of the campaign planning process.
- How content was tailored to engage and resonate with the target audience.
- The specific objectives set for the content strategy.
- How success and effectiveness were measured against these objectives.

Judges will be looking for well-executed content strategies that demonstrate creativity, audience alignment and measurable impact on marketing and business outcomes.

Success in this category must be demonstrated through the effectiveness of content in driving brand awareness, engagement, lead generation and sales enablement.

Key metrics should align with objectives and may include:

- Brand Awareness – Users, page views and unique page views.
- Engagement Metrics – Click-through rates, social comments, shares and mentions.
- Lead Generation – Click-through rates, conversions (e.g. downloads, sign-ups).
- Sales Enablement – Demo requests, sales conversion rates and impact on sales cycle length.

Winning entries will showcase how content was strategically developed and distributed to engage audiences, generate demand and support commercial success.

Category 9: Best use of customer insight

This category recognises the strategic use of data analysis, market research and customer intelligence to inform and shape marketing strategy.

Submissions should clearly outline:

- How data analysis and customer insights played a pivotal role in the development and/or execution of the marketing strategy.
- How insights influenced strategic decisions, potentially leading to innovative approaches to marketing and communication.
- The sources of insight used, which may include web traffic analysis, customer data analysis or bespoke market research conducted through a media partner or specialist agency.

Judges will be looking for strong evidence of how insight-driven decision-making enhanced campaign effectiveness, improved audience engagement and delivered measurable results.

Success in this category must be demonstrated through the strategic application of data, market research and customer intelligence to improve marketing effectiveness and business outcomes.

Key metrics should align with objectives and may include:

- Accuracy & Effectiveness of Insights – Measurable improvements in audience targeting, segmentation and predictive modelling.
- Marketing Efficiency & Performance Uplift – Impact of insights on cost per lead (CPL), cost per acquisition (CPA) and return on ad spend (ROAS).
- Conversion & Business Growth – Changes in lead-to-customer conversion rates, customer lifetime value (CLV) and pipeline velocity.
- Customer Sentiment & Retention – Net Promoter Score (NPS), Customer Satisfaction (CSAT) and retention rates influenced by insight-driven decisions.
- Strategic Decision-Making Impact – Evid

Winning entries will showcase how content was strategically developed and distributed to engage audiences, generate demand and support commercial success.

Category 10: Best use of AI

This category recognises the transformative role of AI in driving marketing success, demonstrating how AI or AI-powered tools have enhanced processes, productivity, effectiveness or creativity.

Unlike other categories, submissions may focus not only on marketing campaigns, programmes or outputs but also on initiatives aimed at improving marketing operations, team structure or workflows. Benefits could include increased efficiency, enhanced insights, cost reduction or other measurable advantages.

Submissions should clearly outline:

- The specific marketing challenge or operational need the AI solution addressed.
- The AI-powered tool or technology used, why it was selected and how it was implemented.
- How AI contributed to the initiative's success, whether by improving speed, automation, personalisation, data-driven decision-making or another key factor.
- Any challenges encountered in adopting AI and how they were overcome.
- Where applicable, details on the target audience, media used and budget allocation.

For submissions from AI solution vendors, please present the initiative from the brand's perspective, focusing on its strategic objectives, implementation and results.

Judges will be looking for compelling examples of AI-driven innovation that demonstrate clear strategic thinking, tangible impact and effective problem-solving.

Success in this category must be demonstrated through the impact of AI on marketing effectiveness, operational efficiency and business outcomes.

Key metrics should align with objectives and may include:

- Process & Efficiency Gains – Reduction in time spent on tasks, automation success rates and cost savings.
- Data-Driven Decision-Making – Improvements in forecasting accuracy, audience segmentation and personalisation effectiveness.
- Engagement & Performance Metrics – Increased campaign responsiveness, real-time optimisation impact and lift in key engagement rates.
- Conversion & Revenue Impact – Higher lead conversion rates, pipeline acceleration and ROI improvements.
- Scalability & Adoption Success – Internal adoption rates, ease of integration into workflows and broader business impact.

Winning entries will provide strong evidence of how AI-powered solutions transformed marketing operations or campaigns, driving efficiency, effectiveness and measurable success.

SECTION B: BRAND MARKETING CAMPAIGNS

Category 11: Best thought leadership programme

This category recognises excellence in the creation and execution of thought leadership programmes that establish a brand as a standout authority within its B2B market.

Submissions should clearly outline:

- The challenge, opportunity or market context that led to the development of the thought leadership initiative.
- Why thought leadership was chosen as the most effective approach and the objectives set for the programme.
- The techniques or processes used to develop the thought leadership message or assets.
- How these assets were deployed across communications to activate the campaign, engage the audience and deliver key messages.
- If the programme extended into demand generation, ABM or sales enablement, this should be highlighted along with any specific results linked to these activities.

Judges will be looking for well-researched, strategically executed thought leadership that delivers measurable impact, enhances brand credibility and drives meaningful engagement.

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

Key metrics should align with objectives and may include:

- Brand Impact Metrics – Brand awareness, recall, perception and reputation improvements.
- Content & Social Engagement – Page visits, social interactions (likes, comments, shares) and audience reach.
- PR & Media Exposure – Earned media value, media coverage and share of voice in industry conversations.
- Lead & Demand Generation – Downloads, form submissions and opportunities created.
- Sales & Revenue Impact – Contribution to pipeline, ABM influence and revenue generated where applicable.

Winning entries will provide strong evidence of how AI-powered solutions transformed marketing operations or campaigns, driving efficiency, effectiveness and measurable success.

Category 12: Best purpose-led initiative

This category recognises marketing programmes designed to achieve a defined purpose-driven or social responsibility objective.

Submissions should clearly outline:

- The brand's purpose or its connection to the social responsibility cause.
- How the campaign was specifically designed to advance this purpose or cause.
- The objectives set for the initiative and how success was measured.
- The specific impact of the campaign within the defined timeframe, rather than broader long-term brand commitments.
- How the metrics used link back to meaningful business objectives..

Judges will be looking for purpose-led initiatives that demonstrate strategic alignment, measurable impact and authentic commitment to driving positive change.

Success in this category must be demonstrated through measurable impact on brand perception, customer engagement and stakeholder sentiment in relation to the purpose-driven objective.

Key metrics should align with objectives and may include:

- Brand Impact Metrics – Awareness, reputation uplift and brand trust scores.
- Customer Engagement & Sentiment – Net Promoter Score (NPS), advocacy levels and direct customer feedback.
- Employee Sentiment & Retention – Workforce engagement, satisfaction scores and retention improvements.
- External Impact Metrics – Community or industry recognition, partnership engagement and broader social or environmental impact.
- Winning entries will showcase a strategically aligned, authentically executed initiative that delivers meaningful impact while reinforcing business objectives.

Category 13: Best brand initiative (budget under £100,000)

This category recognises brand campaigns delivered with a budget of less than £100,000, demonstrating creativity, efficiency and measurable impact.

While budget defines category eligibility, judging will focus on strategic execution, creativity and effectiveness rather than financial constraints. It is open to brand relaunches, refreshes, repositioning efforts or general brand awareness initiatives aimed at customers, prospects, employees or a combination of these audiences

Submissions should clearly outline:

- The rationale behind the campaign, including why branding or positioning changes were necessary.
- The creative and strategic approach taken to maximise results within a limited budget.
- How internal and external audiences were engaged to enhance impact.
- A breakdown of budget allocation, demonstrating efficiency and smart resource utilisation.

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

Success in this category must be demonstrated through measurable impact on brand perception, customer engagement and stakeholder sentiment in relation to the purpose-driven objective.

Key metrics should align with objectives and may include:

- Brand Impact Metrics – Awareness, reputation uplift and brand trust scores.
- Customer Engagement & Sentiment – Net Promoter Score (NPS), advocacy levels and direct customer feedback.
- Employee Sentiment & Retention – Workforce engagement, satisfaction scores and retention improvements.
- External Impact Metrics – Community or industry recognition, partnership engagement and broader social or environmental impact.
- Winning entries will showcase a strategically aligned, authentically executed initiative that delivers meaningful impact while reinforcing business objectives.

Category 14:
Best brand initiative (budget over £100,000)

This category recognises brand campaigns delivered with a budget of £100,000 or more, demonstrating creativity, strategic execution, and measurable impact.

While budget defines category eligibility, judging will focus on strategic execution, creativity, and effectiveness rather than financial investment. It is open to brand relaunches, refreshes, repositioning efforts, or general brand awareness initiatives aimed at customers, prospects, employees, or a combination of these audiences.

Submissions should clearly outline:

- The rationale behind the campaign, including why branding or positioning changes were necessary.
- The creative and strategic approach taken to maximise results and leverage the available budget effectively.
- How internal and external audiences were engaged to enhance brand impact.
- A breakdown of budget allocation, demonstrating smart resource utilisation and return on investment.

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 must be demonstrated through the brand value and visibility delivered by the campaign, alongside audience engagement and commercial opportunities generated as a consequence.

Key metrics should align with objectives and may include:

- Brand Value & Visibility – Brand awareness uplift, recall, perception shifts and share of voice in the market.
- Audience Engagement – Social interactions, content shares, campaign reach and sentiment analysis.
- Employee Sentiment & Advocacy – Workforce engagement with brand messaging, internal adoption and advocacy levels.
- Commercial Opportunities & Business Impact – Leads generated, pipeline contribution, revenue attribution and long-term brand equity growth.
- Campaign Scale & Effectiveness – How investment in creative, media and activation delivered measurable results across multiple touchpoints and audiences.

SECTION C: GROWTH MARKETING CAMPAIGNS

Category 15:
Best customer growth or retention initiative

This category recognises initiatives focused on driving revenue growth or improving customer retention and renewal. This may include expanding product or service adoption, increasing contract value or extending engagement across additional divisions or territories within a customer organisation.

While the nature of revenue growth or retention achieved is a key factor, judging will focus on strategic execution, customer engagement and cross-functional collaboration.

Submissions should clearly outline:

- How the opportunity was identified, including insights into customer needs and expansion potential.
- How engagement with the decision-making unit was managed, ensuring success across all key touchpoints.
- How marketing collaborated with sales to drive growth or retention, demonstrating alignment and shared objectives.
- The measurable impact of the initiative, including revenue outcomes, retention rates or expansion success.

Judges will be looking for initiatives that showcase a deep understanding of customer needs, effective cross-team collaboration and a clear impact on revenue growth or retention

Success in this category must be demonstrated through measurable impact on revenue growth, customer retention and expansion within target accounts.

Metrics should align with the initiative's objectives and reflect both financial outcomes and strategic execution.

Key metrics should align with objectives and may include:

- Revenue Growth & Expansion – Increase in contract value, cross-sell and upsell revenue, and revenue attributed to expanded engagement within customer organisations.
- Customer Retention & Renewal Impact – Retention rate improvements, contract renewals secured and reduction in customer churn.
- Pipeline Growth & Acceleration – Opportunities generated, pipeline value, and speed of deal progression for new or expanded customer engagements.
- Lapsed Customer Re-engagement – Value of previously inactive customers reactivated and opportunities generated from returning accounts.
- Sales & Marketing Alignment Success – Measurable impact of collaboration, including marketing-influenced revenue, sales enablement effectiveness and shared objectives achieved.

Winning entries will provide strong evidence of how AI-powered solutions transformed marketing operations or campaigns, driving efficiency, effectiveness and measurable success.

Category 16: Best lead generation or demand generation campaign

This category recognises excellence in the closely linked disciplines of lead generation and demand generation, both aimed at driving opportunities, pipeline and ultimately revenue.

Submissions may feature campaigns that leverage inbound or outbound techniques or a combination of both, and may include marketing efforts using owned and paid media assets or resources.

Submissions should clearly outline:

- The context and business objectives of the campaign.
- How the campaign was strategically designed and deployed, including the role of different elements in moving buyers from prospects to initial sales engagement and beyond.
- Engagement rates and conversion rates at key stages of the buyer journey.
- Where possible revenue attribution and insights into how marketing efforts directly contributed to sales outcomes.

Judges will be looking for campaigns that effectively generate and nurture demand, demonstrating measurable impact and alignment with business growth objectives.

Success in this category must be demonstrated through the effectiveness of the campaign in attracting, engaging and converting new prospects into sales opportunities and revenue.

Metrics should assess both initial engagement and lead progression through the funnel.

Key metrics should align with objectives and may include:

- Engagement Metrics – Email open rates, click-through rates (CTR), website visits and social media interactions from new target accounts.
- Lead Quality & Funnel Progression – Percentage of leads converting from lead to MQL, SQL and ultimately to qualified pipeline opportunities.
- Pipeline & Opportunity Creation – Number of opportunities generated and total pipeline value attributed to the campaign.
- New Account Acquisition Rate – The number of net-new accounts won and attributed directly to the campaign.
- Revenue Impact – Uplift in revenue from acquired leads and attributed deal conversions.

Winning entries will showcase a well-executed lead or demand generation strategy that successfully engaged new audiences, delivered high-quality leads and generated measurable business growth.

Category 17: Best account-based marketing campaign

This category recognises excellence in marketing to buying groups within a specific organisation, rather than targeting individual buyers.

It is open to strategic ABM, lite ABM or programmatic ABM and may include highly focused activity for a single company, a group of similar companies or a larger number of accounts at scale.

Submissions should clearly outline:

- How account planning and customer insight were conducted and how these influenced messaging and communications strategy.
- The role of sales collaboration, detailing how sales teams were involved, engaged and aligned at every stage to drive success.
- The use of martech platforms that were instrumental in delivering the campaign.

Judges will be looking for well-executed ABM strategies that demonstrate deep customer insight, strong sales alignment and effective use of technology to drive meaningful engagement and commercial impact.

Success in this category must be demonstrated through measurable impact on customer acquisition, retention or growth, depending on the campaign objectives and the type of ABM deployed (1-to-1, 1-to-few or 1-to-many/programmatic ABM).

Key metrics should align with objectives and may include:

For Account Growth (Existing Customers):

- Overall Account Growth – Expansion of revenue within target accounts.
- Upsell & Cross-Sell Revenue – Additional revenue generated through new product or service adoption.
- Share of Wallet – Increase in percentage of total spend with the brand versus competitors.
- Renewal & Retention Rates – Contract renewals and customer churn reduction.
- Customer Loyalty & Advocacy – NPS scores, account satisfaction and referenceability.

For Account Acquisition (New Customers):

- New Account Acquisition Rate – Number of new accounts won and attributed to the campaign.
- Conversion Rates & Time to Close – Progression of accounts from MQA (Marketing Qualified Account) to opportunity and deals closed.
- Market Share Gain – Growth in market penetration within the targeted segments.
- Pipeline & Revenue Impact – Contribution to total pipeline value and closed-won deals.

For 1-to-Many (Programmatic ABM) Campaigns:

- Marketing Qualified Accounts (MQAs) – Volume of engaged target accounts (rather than leads).
- Account Engagement – Interaction levels within the decision-making unit (DMU).
- Multi-Channel Touchpoints – Effectiveness of digital engagement across various platforms.
- Lead & Demand Generation Metrics – Website visits, ad engagement and content interactions at an account level.

Winning entries will demonstrate a highly strategic and targeted ABM campaign that successfully engaged key accounts, deepened relationships and delivered measurable business impact, whether through acquisition, retention or growth.

Category 18: Best channel partner initiative

This category recognises excellence in the closely linked disciplines of lead generation and demand generation, both aimed at driving opportunities, pipeline and ultimately revenue.

Submissions must explain:

- The context of the channel partnership and how it fits into the brand's overall go-to-market strategy.
- How the approach has evolved in response to shifting market dynamics, buyer sentiment or new customer opportunities.
- The dynamics and characteristics of the channel partner group(s) involved, including how they are selected and managed for mutual success.
- The role of the brand/vendor in enabling channel marketing activity through funding, collateral support, sales incentives or other initiatives.
- How objectives were set, measured and ultimately achieved.

Judges will be looking for strong channel collaboration, strategic execution and measurable impact on sales and brand success.

Success in this category must be demonstrated through measurable impact on revenue, channel partner engagement and overall effectiveness of the channel strategy.

Metrics should align with campaign objectives and reflect both financial and strategic success.

Key metrics should align with objectives and may include:

- Revenue Growth & Sales Impact – Increase in sales through channel partners, contribution to overall revenue and pipeline generation.
- Channel Partner Engagement – Partner participation rates, engagement with marketing initiatives and adoption of provided resources (e.g., collateral, training, incentives).
- Channel Partner Acquisition & Retention – Number of new partners onboarded, churn reduction and long-term partner satisfaction.
- Marketing Influence on Channel Sales – Measurable uplift in partner-driven opportunities, deal acceleration and partner-led revenue growth.
- Market Expansion & Reach – Growth in new customer segments, territories or verticals accessed through the channel initiative.

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

Category 19: Best sales enablement initiative

This category recognises initiatives designed to equip sales teams with the information, tools and content they need to sell more effectively throughout the buyer journey.

Submissions must explain:

- The context of the channel partnership and how it fits into the brand's overall go-to-market strategy.
- How the approach has evolved in response to shifting market dynamics, buyer sentiment or new customer opportunities.
- The dynamics and characteristics of the channel partner group(s) involved, including how they are selected and managed for mutual success.
- The role of the brand/vendor in enabling channel marketing activity through funding, collateral support, sales incentives or other initiatives.
- How objectives were set, measured and ultimately achieved.

Judges will be looking for strong channel collaboration, strategic execution and measurable impact on sales and brand success.

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

Metrics should align with campaign objectives and reflect both financial and strategic success.

Key metrics should align with objectives and may include:

Performance Metrics:

- Win Rate & Closing Ratio – Percentage of opportunities converted into closed deals.
- Quota Attainment – Percentage of sales reps meeting or exceeding their targets.
- Revenue Impact – Total revenue generated or influenced by the initiative.

Proficiency Metrics:

- Sales Adoption & Content Utilisation – Percentage of sales teams actively using the enablement materials.
- Time to First Deal – Reduction in ramp-up time for new sales reps.
- Productivity Metrics
- Sales Cycle Length – Acceleration in deal closure timelines.
- Meetings Required per Deal – Reduction in the number of touchpoints needed to close deals.
- Winning entries will showcase a strategically designed sales enablement initiative that improved seller performance, enhanced productivity and contributed to measurable commercial success.

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

Category 20: Best commercially successful campaign

This category recognises campaigns that have delivered outstanding financial results, demonstrating clear commercial impact and return on investment (ROI).

While ROI and revenue impact are the key judging criteria, submissions should also highlight strategic execution, innovation and measurable business outcomes.

Submissions must include:

- The commercial objectives of the campaign and the challenges it aimed to address.
- A breakdown of budget allocation and how investment was optimised for maximum financial return.
- Key performance metrics, including revenue generated, pipeline impact and conversion rates.
- Attribution data linking marketing activity directly to commercial success.
- Client or internal stakeholder testimonials reinforcing the business impact

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

Judges will be looking for campaigns that not only demonstrate exceptional ROI but also showcase smart strategic decisions, efficient budget management and a direct contribution to business growth.

Success in this category must be demonstrated through clear commercial impact, revenue generation and ROI, with a focus on actual revenue over potential value.

Key metrics should align with objectives and may include:

- Revenue & ROI – Total revenue attributed to the campaign, return on investment (ROI) and cost per acquisition (CAC).
- Pipeline & Conversion Impact – Pipeline value created, lead-to-sale conversion rates and marketing's contribution to closed deals.
- Market & Customer Growth – New customer acquisition, market share gain and customer lifetime value (LTV).
- Retention & Upsell Revenue – Renewals, expansion revenue and cross-sell impact.
- Brand Contribution to Commercial Success – Demonstration of how brand awareness influenced revenue.

Winning entries will showcase a strategically executed campaign that maximised ROI, delivered measurable revenue impact and contributed directly to business growth.

SECTION D: AUDIENCES AND OBJECTIVES

Category 21: Best limited-budget campaign

This category celebrates B2B marketing excellence achieved with strict budget limitations.

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

Submissions must specify:

- How budgets were allocated and optimised for maximum impact.
- How effectiveness was maximised despite limited financial and personnel resources.
- The likely emphasis on earned (rather than paid) media, existing technology and commercial partnerships.

Judges will be looking for highly creative, resourceful campaigns that achieve strong results despite financial constraints.

Success in this category must be demonstrated through revenue or opportunities generated, with ROI playing a key role in showcasing impact achieved with minimal budget.

Key metrics should align with objectives and may include:

- Revenue & Opportunities Created – Total revenue generated or pipeline opportunities influenced by the campaign.
- Return on Investment (ROI) – Impact achieved relative to spend, demonstrating cost efficiency.
- Lead & Conversion Metrics – Leads generated, conversion rates and customer acquisition cost (CAC).
- Earned Media & Engagement – Organic reach, media coverage, social interactions and brand awareness growth.
- Budget Optimisation & Efficiency – How resources were maximised to deliver measurable results.

Winning entries will showcase a highly creative and resourceful campaign that delivered strong commercial impact despite financial constraints.

Category 22: Best use of personalisation

This category celebrates the most effective and innovative use of personalisation in B2B marketing.

Eligible campaigns must demonstrate how data, AI, automation or dynamic content were used to tailor strategies and deliver relevant, engaging experiences for defined audiences such as industries, accounts, segments or individuals.

Submissions must specify:

- The strategic rationale behind the personalisation approach and audience targeting.
- How personalisation was implemented across key channels (e.g. ABM, email, web, paid media, AI-powered content).
- How personalisation enhanced engagement, customer experience or relationships.
- The results achieved, with clear evidence of commercial or customer impact.
- How the approach was scalable, sustainable or adaptable for future use.

Judges will be looking for data-driven, customer-centric campaigns that demonstrate smart execution, strong engagement and measurable success through tailored exope.

Success in this category must be demonstrated through measurable improvements in engagement, conversions or commercial outcomes, with clear links to tailored marketing efforts.

Key metrics should align with objectives and may include:

- Revenue & Opportunities Created – Revenue generated or pipeline opportunities influenced by personalised activity.
- Engagement Impact – Open rates, click-through rates, dwell time and content interactions on personalised assets.
- Conversion & Lead Metrics – Leads generated, conversion rates, and pipeline acceleration from personalised journeys.
- Customer Experience & Retention – Increases in satisfaction, loyalty or retention linked to relevant experiences.
- Scalability & Efficiency – Evidence of cost-effective delivery and adaptability for future campaigns or segments.

Winning entries will showcase a data-driven, customer-centric campaign that delivered meaningful business results through smart, strategic use of personalisation.

Category 23: Best enterprise targeted campaign

This category recognises marketing initiatives targeting decision-makers in large or enterprise-level organisations (1,500+ employees or over $38.5 million in revenue).

Submissions must outline:

- How messaging and communications were crafted to stand out to enterprise audiences.
- How the campaign addressed complex enterprise decision-making processes.
- Strategies used to overcome obstacles such as procurement requirements and organisational complexity.

Judges will be looking for campaigns that successfully navigate enterprise challenges and deliver strong engagement and commercial impact.

Success in this category must be demonstrated through brand recognition, executive and account engagement, and commercial impact within large, complex organisations.

Key metrics should align with objectives and may include:

- Brand Recognition & Awareness – Improved understanding of products, services and solutions among enterprise audiences.
- Executive Engagement – Interaction levels from senior decision-makers, event participation, and content engagement.
- Account Engagement – Depth of engagement within target accounts, multi-touch interactions and time spent with campaign assets.
- Lead Generation & Pipeline Impact – Opportunities generated, pipeline value and conversion rates from enterprise accounts.
- ABM & Sales Metrics – Marketing Qualified Accounts (MQAs), deal acceleration and attribution to closed-won opportunities.

Winning entries will showcase a well-executed campaign that effectively engaged enterprise decision-makers, built brand recognition and contributed to measurable commercial success.

Category 24: Best employee engagement campaign

This category recognises marketing initiatives aimed at engaging an internal audience for a specific organisational objective.

Submissions must specify:

- The objective of the campaign and how success was measured.
- Whether it was a short-term initiative or part of a broader organisational transformation.
- The media and campaign mechanics used.
- How the campaign was aligned with corporate culture or intended to drive change.
- How engagement was achieved across different departments, teams or geographical locations.

Judges will be looking for campaigns that drive meaningful internal engagement and positively impact company culture.

Success in this category must be demonstrated through employee sentiment, retention, and behavioural change, reflecting the campaign's objectives and overall impact on internal engagement.

Key metrics should align with objectives and may include:

- Employee Sentiment & Advocacy – Engagement survey results, Net Promoter Score (eNPS) and internal feedback.
- Retention & Organisational Impact – Changes in employee retention, job satisfaction and participation in company initiatives.
- Behavioural Change & Participation – Adoption of new processes, training completion rates and internal initiative involvement.
- Cross-Team & Regional Engagement – Levels of engagement across departments, locations or business units.
- External Social Metrics – Employee-generated content, social sharing and brand advocacy on external platforms attribution to closed-won opportunities.

Winning entries will showcase a strategically designed internal campaign that successfully engaged employees, aligned with corporate culture and drove measurable change.

Category 25: Best international campaign

This category recognises marketing activity with a regional, multinational or global focus.

Submissions must explain:

- Why the geographical target audience was selected.
- How the campaign accommodated cultural or legislative variations.
- How local or regional teams were aligned.
- How channels, techniques and budget were managed to maximise impact across different regions.

Judges will be looking for campaigns that successfully navigate international challenges and demonstrate strong global impact.

Success in this category must be demonstrated through revenue and opportunities generated, as well as engagement across multiple territories and adaptation to regional market conditions.

Key metrics should align with objectives and may include:

- Revenue & Pipeline Impact – Revenue generated, pipeline value and opportunities created across different regions.
- Market Penetration & Brand Awareness – Growth in brand recognition, share of voice and awareness levels in new or existing international markets.
- Regional Team Engagement & Alignment – Participation levels of local marketing teams, collaboration effectiveness and execution consistency.
- Cultural & Market Adaptation Success – Effectiveness of tailored messaging, campaign localisation and responsiveness to regional audience needs.
- Channel & Budget Efficiency – Performance of media and marketing channels across regions, ROI and resource allocation effectiveness.

Winning entries will showcase a well-executed international campaign that successfully adapted to regional differences, drove commercial success and aligned local and global marketing efforts.

Category 26: Best product or service launch

This category recognises exceptional marketing campaigns designed to introduce a new product or service to market, driving awareness, engagement and commercial success.

Successful submissions will demonstrate strategic planning, market insight and impactful execution, showcasing how the campaign effectively positioned the new offering and generated measurable business outcomes.

Submissions must include:

- A clear overview of the product or service, including its unique selling points (USPs), market positioning and relevance to the target audience.
- The go-to-market strategy, explaining how the campaign was designed to create demand, differentiate the offering and address customer pain points.
- Media and channel selection rationale, outlining how different marketing tactics were deployed to maximise impact.
- Engagement and conversion metrics, including leads generated, sales impact and any other key performance indicators (KPIs).
- Challenges faced and how they were overcome, demonstrating agility and problem-solving in execution.
- Evidence of commercial success, including revenue impact where possible.

Judges will be looking for launches that successfully combine strategic thinking, creative execution and strong market impact, ensuring the new product or service achieves traction and measurable success.

Success in this category must be demonstrated through revenue and opportunities generated, as well as engagement across multiple territories and adaptation to regional market conditions.

Key metrics should align with objectives and may include:

- Revenue & Pipeline Impact – Revenue generated, pipeline value and opportunities created across different regions.
- Market Penetration & Brand Awareness – Growth in brand recognition, share of voice and awareness levels in new or existing international markets.
- Regional Team Engagement & Alignment – Participation levels of local marketing teams, collaboration effectiveness and execution consistency.
- Cultural & Market Adaptation Success – Effectiveness of tailored messaging, campaign localisation and responsiveness to regional audience needs.
- Channel & Budget Efficiency – Performance of media and marketing channels across regions, ROI and resource allocation effectiveness.

Winning entries will showcase a well-executed international campaign that successfully adapted to regional differences, drove commercial success and aligned local and global marketing efforts.

SECTION E: TEAMS AND PRACTITIONERS

Category 27: B2B marketing team of the year

This category celebrates B2B marketing teams that have demonstrated outstanding collaboration, innovation and success over the past year.

Eligible teams can range from small in-house teams to large corporate marketing departments, as well as virtual or agile teams assembled for specific objectives.

Submissions must include:

- Team members and their roles.
- Key objectives and how they were achieved.
- Challenges faced and how they were overcome.
- Examples of teamwork and collaboration.
- Testimonials from team leaders or senior management.

Please note: Only in-house or client-side marketing teams are eligible.

Judges will be looking for teams that demonstrate exceptional performance, strong collaboration and significant business impact.

Success in this category must be demonstrated through business impact, team performance and collaboration.

Key metrics should align with objectives and may include:

- Revenue & Sales Impact – Marketing-influenced pipeline, lead generation and sales enablement effectiveness.
- Brand Growth – Awareness uplift, reputation improvement and competitive positioning.
- Employee Engagement & Culture – Team retention, satisfaction scores and Glassdoor ratings.
- Customer & Market Impact – Churn reduction, customer retention and marketing's role in business growth.
- Collaboration & Innovation – Cross-functional success, process improvements and workflow efficiency.

Winning entries will showcase a marketing team that has delivered measurable commercial success while fostering a strong, collaborative and innovative culture.

Category 28: B2B marketer of the year

This category recognises an outstanding individual who has made a significant impact on their organisation.

Submissions must explain:

- The individual's role, remit and organisational context.
- Key projects and initiatives led by the individual.
- Success achieved against objectives.
- Testimonials from colleagues, direct reports or senior management.

Judges will be looking for a marketer who has driven meaningful change and delivered exceptional results.

Success in this category must be demonstrated through the individual's impact on strategic objectives, organisational growth and leadership influence.

Key metrics should align with objectives and may include:

- Business & Strategic Impact – Contribution to revenue growth, lead generation, brand positioning or other key business outcomes.
- Project & Initiative Success – Measurable results from campaigns, innovations or strategic shifts led by the individual.
- Team & Organisational Influence – Employee sentiment, team growth, mentorship impact and leadership effectiveness (if applicable).
- Anecdotal & Testimonial Evidence – Endorsements from colleagues, direct reports or senior management highlighting the individual's contributions.

Winning entries will showcase an individual who has driven meaningful change, delivered measurable success 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 demonstrated excellence and impact.

Submissions must include:

- Outstanding campaign successes.
- New client wins and retention of existing clients.
- Staff satisfaction and agency culture.
- Profitability and commercial success.
- Other achievements, such as expansion, innovation or external accreditations.
- How the agency has differentiated itself.
- At least three client testimonials.

Judges will be looking for agencies that demonstrate outstanding performance and industry leadership.

Success in this category must be demonstrated through financial performance, client satisfaction and staff engagement, showcasing the agency's overall excellence and industry impact.

Key metrics should align with objectives and may include:

- Financial Performance – Gross income, gross profit and overall revenue growth.
- Client Success & Retention – Customer churn rate, client tenure, satisfaction scores and advocacy metrics.
- Staff Engagement & Culture – Employee satisfaction, staff churn and team growth.
- Market Position & Differentiation – New client wins, campaign performance and industry recognition.

Winning entries will showcase a high-performing agency that excels in commercial success, client relationships and team culture while demonstrating strong leadership in the B2B marketing industry.

Category 30: Global B2B marketing agency of the year

This category recognises B2B agencies with a strong international presence.

Submissions must explain:

- The scope of the agency's global operations.
- How client management and campaign execution are effectively coordinated across multiple locations.
- Examples of recent international campaigns.
- Client testimonials demonstrating global effectiveness.
- How international reach has created greater opportunities or success for clients.

Judges will be looking for agencies that deliver exceptional results on a global scale.

Success in this category must be demonstrated through financial performance, client success, staff engagement and global impact.

Key metrics should align with objectives and may include:

- Financial Performance – Gross income, gross profit and revenue growth across international markets.
- Client Success & Retention – Customer churn rate, client tenure, satisfaction scores and advocacy metrics.
- Staff Engagement & Culture – Employee satisfaction, staff churn and team growth across global locations.
- Global Execution & Market Impact – International client wins, campaign performance across multiple regions and evidence of global reach.

Winning entries will showcase a high-performing agency that excels in financial success, client relationships and global operations while demonstrating leadership in B2B marketing worldwide.

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.

SECTION 4

Compiling your entries

MAKE your MARK

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 1-26 are slightly different from the remaining categories because they relate to specific marketing campaigns. Please refer to the category 1-26 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 5: 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 **events@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. 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 2025 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 events@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

MAKE your MARK

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 2023 - 31 March 2025.

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 for the awards is entirely independent of the organisers and is chaired by an independent chairperson with judges from leading B2B organisations, the majority of whom are client-side marketers.

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 27 June.

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 **25 April** will be charged **£310+VAT** per submission.
- The cost of entry is **£410+VAT** per submission between **26 April - 27 June**.

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

Yes, but an entry fee for each submission will apply of **£410+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 26 November 2025** at Old Billingsgate, London.

How can I book tables for the B2B Marketing Awards?

Tables are available now. Please contact **louise.edkins@b2bmarketing.net**

Premium seating

Premium table: **£6,500**
Premium half table: **£3,650**

Standard seating

Standard table: **£4,950**
Standard half table: **£2,800**
Single seat: **£530**

Note: *Our premium seating offers the best seats at the B2B Marketing Awards. You and your guests will be seated in the front rows. Places are limited and always sell out.*

B2B MARKETING



ADDRESS

B2B Marketing
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9 Holborn
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CONTACT INFORMATION

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

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