



**BUSINESS NEEDS MARKETERS TO DRIVE LONG TERM RESULTS.  
WE MAKE A DIFFERENCE. MARKETING MATTERS.**

### **39th Annual Awards Entry Kit 2024**

Our awards recognise and celebrate marketing excellence. They provide valuable evidence and ammunition for the marketing industry to demonstrate how best-practice marketing builds brands and drives business growth. We look at business results, alongside creativity, storytelling and the impact made - providing clear evidence of marketing's effectiveness.

"Marketing is the growth engine of all businesses. Marketers are customer advocates, pulling together cultural context, customer context & business context to deliver long-lasting results. Marketing is the key central beating heart to all of that"

Jessica Myers, 2023 Judge

"Marketing drives business forward because at its centre is the voice of the consumer, we focus and always seek to understand what a customer wants and making what an organisation delivers right for the ever-shifting dynamic"

Rebecca Hirst, 2023 Judge

### **WHY ARE AWARDS IMPORTANT?**

1. **Peer recognition** – Our awards are judged by an elite panel of marketers
2. **Ammunition** - contribute to the wall of evidence of marketing's effectiveness
3. **Kudos** - help you retain top talent and recognise achievement.
4. **Inspiration** – Drive the industry forward by sharing your success

## THE 39<sup>th</sup> ANNUAL AWARDS

Recognising the best in marketing excellence, brand leadership and achievement across our industry that drives business forward.

We set the standard for marketing excellence in the UK and have been widely recognised as the leading marketing awards since they were first launched.

Our awards are judged by elite marketers who are all working at the leading edge of marketing. Together they represent a cross section of the most successful brands in the UK. The judging panel is led by our President Syl Saller CBE, Board Member, NED, Advisor, & Executive Coach.

We are looking for the work of brands and agencies who can demonstrate the power of marketing excellence on their businesses enabling demonstratable growth and ROI. We will be looking not only for creativity and effectiveness, which is the essence of marketing excellence, but for marketing stories that can inspire us all and make us proud to represent the industry.

In 2024 there will be 19 categories recognising the core marketing functions including Brand Communication, Brand Evolution, Innovation, Customer Engagement and Brand Purpose, 3 company awards for Best Brand Team, Best Agency Team and Best Start up Business, 2 people awards for Future Marketing Leader & Inspirational Marketing leader and 3 coveted Judges choice awards; Most Inspirational Story, Finance Directors Prize & Grand Prix.

**Full category details can be found in the category section on page 6.**

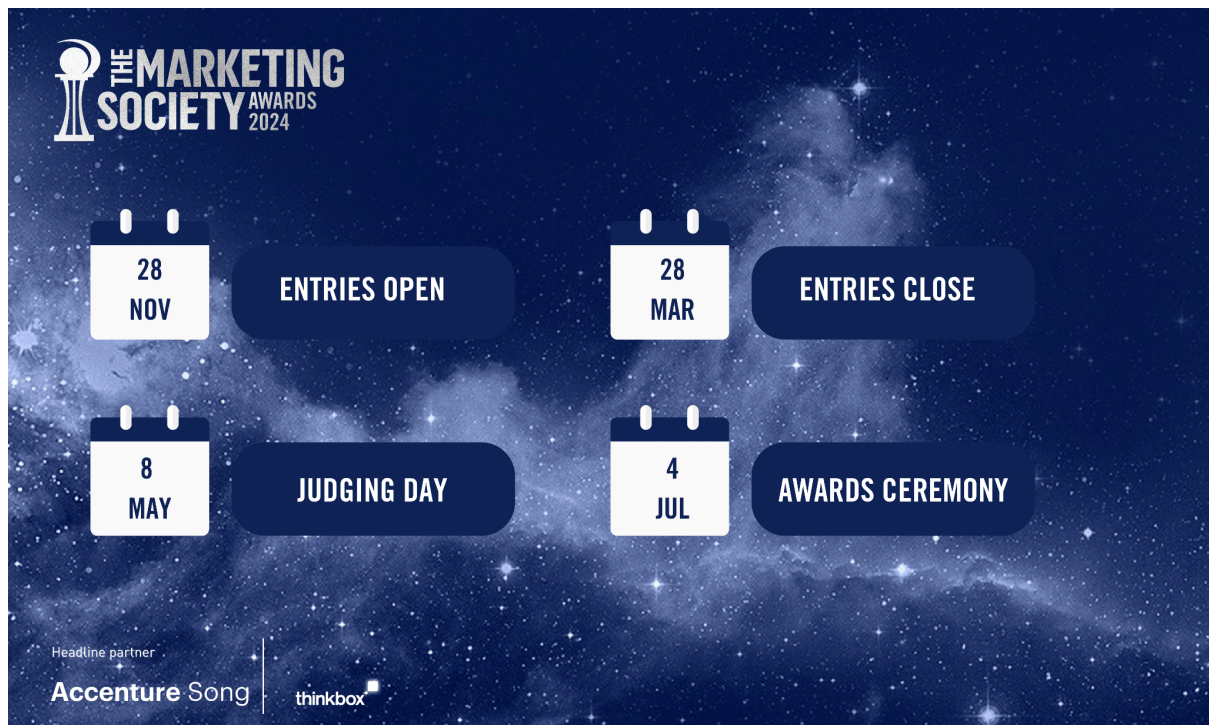
"The awards opened our eyes up to what a genuine, positive impact marketing can have right the way across the globe"

Mark Brayton, Nationwide

"Such a morale boost to be reminded of what an amazing industry we work in, it has been so inspiring"

Dom Dwight, Taylors of Harrogate

## KEY DATES



## OUR JUDGES

Judges confirmed to date:

- Syl Saller, Executive Coach, NED and Chair of Judges
- Lindsey Clay, Chief Executive, Thinkbox
- Nina Holdaway, Managing Director, Accenture Song
- Sophie Devonshire, CEO, The Marketing Society

with more judges to be announced soon.

"It is a privilege to see so many  
examples of what our  
industry can achieve"

Giles Hedger, Diageo

"Inspirational, brave, game-  
changing work,  
I wish I had worked on  
some of the winning case  
studies myself"

Rebecca Hirst, EY

## **HOW TO ENTER**

- All entries must be submitted via our [online portal](#) no later than 28 March
- All entries must be paid for at the time of submission
- Marketing Society Members receive a £100 discount on their entries
- If you are an agency submitting on behalf of a client you must include your client contact details
- All judges sign a confidentiality agreement
- All entries must include a 600 word Executive summary which covers the core points in your paper
- You must address all of the criteria points to be able to score maximum points
- We do publish selected case studies on our members only area of our website and on selected partner sites. If you do have confidential information in your submission that is not suitable for publication you must indicate that clearly on the entry paper.

## **ENTRY FEES**

- Member £395 + VAT
- Non-member £495 + VAT

If you are interested in finding out more about membership and the benefits please click [here](#).

## **JUDGES TOP TIPS**

By Syl Saller;

### **1. Read**

Winning is not a dark art - there's lots of information to help you get this right.

If you are a marketing society member – and if you're not, why not – you can review the winners from previous years. See how others have told their story, used their data – and emulate the best of the best. Read the entire awards website, watch the videos and imagine your teams celebrating a win or making it on the shortlist.

And if you have questions – contact the fabulous [Siobhan](#) who runs our awards.

### **2. Regale**

Tell your story in a captivating way. Think about judges reading through many, many entries that they diligently review– what's going to stand out?

They are looking for; brevity, clarity, relevance, evidence... often less is more, so long as the less is faultless.

### **3. Rigour**

I can't tell you how important this is. We have a group of judges who can see through the BS and who know what great results look like. Don't call sales uplifts return on investment – they're not the same and it's just annoying. We know that small companies don't have the same kind of econometrics that big companies do, and we allow for this.

Simple and strong numbers that tell the story accurately, work.

### **4. Reuse**

Yes, you can enter multiple categories because there may be many things that contribute to a success story – insight, media plans, creative work. But don't just submit the same case – adapt it to meet that particular category.

## 5. Right team

It really is worth the small investment of time it takes to write an entry.

Just put the right people on it and that is often client and agency working together. Pick just a few people who will tell the story well and have it reviewed by someone who knows how awards work.

## Top Tips from our 2023 Award Judges

*“Clarity. Make it clear what made your work unique and what results it delivered. Results are everything. There’s no point talking about a nice idea unless you can show it had real impact”.* - Rebecca Hirst, CMO, EY

*“Be clear about the consumer insight and data that led to the campaign. How has your brand shown that it understands its audience? How has your team engaged with that audience? And, as a result, grown brand love and delivered tangible outcomes for the business?”* - Sarah Barron, CMO, Domino’s

*“Instant impact. Imagine you’re the judge, what story can you tell that will have us mesmerised from the moment we start to read your entry and desperate to hear the end of the story?”.* - Jessica Myers, CMO, The Very Group

*“I have seen many awards where the content of the submissions were not addressing the questions asked in the award entry, and where there was no data to support the claims. Answer the question you are asked, and back it up with facts. It’s that simple!”* - Simonetta Rigo, Group CMO, Evelyn Partners

## **BE INSPIRED**

Read three of our 2023 award winning case studies:

1. Brand Evolution & Grand Prix Winner:  
[Getting customers Lovin’ it again, And keeping them Lovin’ it. No matter what.](#)
2. Campaign of the Year 2022 & Most Inspirational Story winner:  
[Have a Word- Turning bystanders into women’s allies against male violence in London](#)
3. Marketing for Positive Change Winner:  
[WeThe15- The story of the biggest human rights movement for persons with disabilities in history](#)



## **OUR 2024 MARKETING CATEGORIES**

All entries to the marketing categories will be judged on the following criteria, it is important to ensure you clearly address all of these in your entry to achieve maximum points;

- What was the challenge you faced? *Max 10 points*
- What was your desired outcome? *Max 10 points*
- How creative & innovative were you in your approach? did you push boundaries? What did you do differently? *Max 20 points*
- What risks did you take? *Max 20 points*
- What were the measurable results? *Max 20 points*
- How does your work advocate the reputation/importance of the Marketing industry? *Max 20 points*

### **BRAND COMMUNICATION (LARGE - £15M PLUS / MEDIUM £5m - £14m / Small Under £5m)**

How you communicate your brand and position it in the market is core to business success, we will recognise those brands who can showcase excellent marketing strategies that bridged the gap between the brand and the consumer showcasing how you understood and connected with them and how you executed your campaign effectively either in single or multimedia platforms that created a 360-customer experience.

### **BRAND EVOLUTION**

More than ever brands have to be agile and able to flex and change to societal and global demands which impact their business. This award will recognise a brand that has embraced an evolution with clear marketing strategy at the heart of it to effectively grow their brand. This can be a full brand evolution or single product evolution that had a clear objective of achieving greater results, customer engagement and market share.

### **CREATIVE USE OF MEDIA**

The media landscape is evolving at pace it's a key function to elevate marketing strategies enabling consumers to interact with brands and for brands to engage with existing and future consumers. This category will recognise those that have used all or any types (out of home, print, Audio, TV, Social) of media creatively as part of their wider campaign, we want to hear about the original and innovative ways media was used in your campaign, showcasing the strategic marketing process applied and how you effectively used media to plan and execute your campaign to achieve the desired results.

### **EFFECTIVE USE OF INSIGHT & DATA**

As privacy laws evolve, we too must evolve with them. Customers are savvier now than ever before so we want to hear about success stories that demonstrate how a brand has used research, data and insights, to inform and shape your marketing strategies or campaigns – we want to see a full 360 story which has delivered clear results against the objective and improved customer engagement, experience & satisfaction.

### **BUSINESS TO BUSINESS (LARGE / MEDIUM & SMALL)**

B2B marketing requires a unique set of skills and marketing strategies to be successful, we want to hear how you have effectively identified and delivered a successful B2B campaign – we want to understand how you used insights, data and research to build a complete market intelligence picture, how you built productive relationships when dealing with multifaceted and knowledgeable buyers to build trust and deliver , campaigns that have stood out above

the rest, taken risks and engaged customers, showcasing not only excellent work, but creativity and long term results.

### **INNOVATION**

Digital, Technology and immersive experiences are evolving at pace. We want to hear how you have used new solutions to advance your campaigns, what original approaches were used, how did you blend new channels with traditional, how did you use innovation to attract and connect with new customers

### **CUSTOMER ENGAGEMENT & LOYALTY**

Customer loyalty is vital for brand growth & success, consumers champion brands who put customer over profit, this award will recognise those brands who live and breathe the customer first ethos and have developed and enhanced their relationships with their customers building trust and loyalty and always ensuring the customer experience is paramount.

### **BEST EXPERIENTIAL & CONTENT CREATION CAMPAIGN**

Customer loyalty is vital for brand growth & success, consumers champion brands who put customer over profit, this award will recognise those brands who live and breathe the customer first ethos and have developed and enhanced their relationships with their customers building trust and loyalty and always ensuring the customer experience is paramount.

### **EMPLOYEE ENGAGEMENT & EXPERIENCE**

Good people are fundamental to business success, this award will recognise the brands that value their teams and have excellent employee engagement and experience measures in place. We want to know how brands are attracting and retaining the best talent, harnessing and empowering them to be at their best, what creative innovative solutions have been introduced that have made a positive difference, how do you ensure you understand your employees needs and behaviours and use that to influence your E&E strategy to ensure your employees are always your brand advocates.

### **CREATIVE STRATEGY**

Great creative strategy is paramount to business success - forging new paths when the tendency may be to stick with what you know. This award recognises the strategists who are behind original concepts that go on to be the award-winning campaigns that we see come to life - the brand building ideas and insights that revive a brand, or solve a specific problem to shift strategy and position the brand in a new light that leads to greater business success.

### **SUCCESSFUL & EFFECTIVE PARTNERSHIPS**

Powerful collaborations can change business fortunes, we want to hear the story of successful partnerships and the impact they have had for all parties, how have your partnership strategies evolved, how have you innovated in this space and how to you build long term partnerships.

### **BRAND PURPOSE**

This award spotlights purpose-driven brands, championing those with a clear, resonant mission. These brands transcend traditional marketing, fostering trust, loyalty, and credibility while standing out and promoting collaboration. We seek brands whose purpose permeates all aspects, especially emphasising marketing effectiveness. The focus is on stories where purpose sparks transformative change across the entire business, not limited to communications. Entrants should spotlight how their marketing positioning propels broader

business change, yielding tangible, measurable results. Share your journey of creating a differentiated consumer proposition, contributing to significant business growth

### **NOT FOR PROFIT MARKETING**

This category will recognise and reward Not For Profit, charity or Government led campaigns that are focussed on cause related marketing and not solely on revenue driven results. We are looking for stand out marketing strategies and effectiveness, using creative and innovative measures to have maximum impact that had a clear beneficial and positive impact on Society.

### **MARKETING FOR POSITIVE CHANGE**

We believe that marketers can be the Changemakers needed to lead the way in creating positive change for our economy, businesses, teams and society as a whole. Do you have a marketing led initiative that has created positive change? Are you and your brand actively making changes on important topics such as (but not limited to) Sustainability, Climate Change, Diversity & inclusion or Gender Inequality? We want to hear what you have been doing and the impact you have had to create positive change for the future, your campaign does not need to focus solely on a the inclusive topic but must showcase how you are striving to have positive impact and effect change.

### **CAMPAIGN OF THE YEAR 2023**

This category will recognise the stand out campaign, the one that was head and shoulders above the rest, it's the one that got everyone talking and that people will use as an example of what good marketing looks like. This category is not just about the end product we want to know the full journey - how innovative was the idea, what inspired the campaign, what insights were gathered and how did that influence strategy, how did you execute the campaign and how was success measured.

*Eligibility: 1 January 2023 – 31 December 2023*

## **OUR 2024 COMPANY CATEGORIES**

All entries to the company categories will be judged on the following criteria, it is important to ensure you clearly address all of these in your entry to achieve maximum points;

- Tell us your story – why is your team a super team? What have you achieved above and beyond the day job? *Max 20 points*
- What new creative approaches, marketing insights & data have you embraced to produce campaigns that push boundaries? *Max 20 points*
- What results have you achieved? *Max 20 points*
- How has your team and the work they have done impacted the overall business? *Max 20 points*
- How is the work your team is doing pushing the reputation of the industry forward? *Max 20 points*

### **BEST SCALE UP BUSINESS**

From early level investment, through to later funding rounds, emerging from corporates or venture backed incubators - all disruptors are welcome to enter this category. We want to hear how changemakers, pioneering brands and products have entered the market and shown high growth potential. We want to hear the story from the idea and the journey to bring your brand or product to market, how have you used marketing strategies, how have you used research and insights to improve and what does success look like?



### **BEST AGENCY TEAM**

This award will recognise the agencies who demonstrate how they help their clients achieve their business objectives, they must demonstrate the power of the relationship they have with their clients, and how they work alongside them in synergy with a joint aim to achieve a specific goal.

### **BEST BRAND TEAM**

This award recognises the brand side marketing team that can demonstrate how they have worked together using effective marketing strategies to achieve objectives, taken on a challenge or pushed boundaries, stepped outside their comfort zone and worked together to achieve business success and demonstrate why marketing is vital for business success.

## **OUR 2024 PEOPLE CATEGORIES**

There are two people categories that are designed to recognise, celebrate and reward the leaders in our industry who are making an impact and making a difference in driving the industry forward.

### **FUTURE LEADER OF THE YEAR 2024**

We are looking for future marketing leaders who have already demonstrated their leadership skills through a project which they have led which has achieved significant results. We are looking for someone with star quality, who demonstrates leadership skills, initiative, creativity and someone with a passion for marketing. These are the rising stars of our industry the future CMOs who will make a difference.

The Future leader award has been running for over 18 years, and the winner of the award will also secure a place on our coveted Marketing Leaders Program in Partnership with Accenture Song currently worth £9,500.

### **Entry process**

Each nominee needs to have a case study submitted which demonstrates why they are the next Future Marketing leader.

The case studies can be produced in any style you wish from a written case study (up to a max of 3000 words + 300 word endorsement), to a video with a supporting statement, to something more creative! Think of this like a job interview you want your submission to stand out above the rest.

Every case study in whatever form it is submitted MUST contain an endorsement from a manager, mentor or senior peer.

All submissions will be reviewed by the Future Leaders judging panel and a shortlist of 6 nominees will be invited to a meet and greet where they will be asked to give a 5 minute showcase and participate in a Q&A with the judges on 27 APRIL

### **Criteria**

#### **LEADERSHIP (Max 20 points)**

Share an example of when you have demonstrated leadership skills and how you would describe your leadership style

**CREATIVITY & STRATEGY (Max 20 points)**

Share an example of when you have shown the ability to quickly identify both issues and solutions - weigh up risks and make strategic decisions. And how you have explored new approaches and creative thinking to find new solutions and approaches

**POSITIVE IMPACT (Max 20 points)**

Share an example of how you leave a positive impression, are credible, inclusive, engaging and motivates those around you or an example that shows you understand how to make things happen and will if necessary, step outside of your remit to achieve bigger picture goals

**COMMUNICATION (Max 20 points)**

Share an example that shows how you communicate with others in an articulate, fluent and clear style & how you are inclusive of those around you and have been able to give and take on board feedback

**AMBITION (Max 20 points)**

Share an example that shows your ambition e.g. Exceeded targets or goals or show how you are an advocate for marketing as a changemaker in business

**INSPIRATIONAL MARKETING LEADER OF THE YEAR 2024**

We want to find the most inspirational leader there is in our industry and recognise the impact they are having on their team, brand, industry and of course Society as a whole. The winner will be selected based on a combination of proven achievements: their success as a leader, how they empower those around them, how they have pushed boundaries themselves and how they are having an impact on their brand and society as a whole and raising the reputation of the industry.

The award has been running for over 10 years and includes winners such as;

- 2022: Julia Goldin
- 2021: Aline Santos
- 2020: Sara Bennison,
- 2019: Mitch Oliver
- 2018: Mark Evans

**Entry process:**

All nominees will need to complete a short entry form providing examples of how they are an inspirational leader and how that impacts on their team, their business & the industry.

All nominations will then be reviewed by a panel of 7 elite, well respected marketers. They will jointly decide on a shortlist of 4 nominees and these for nominess will be invited for a meet and greet with to judges to find out more about them and their leadership impact.

You will be asked to provide general background on your marketing career including length of time in role, breadth of your role and the areas you are responsible for.

You will then be asked to complete the following 4 specific questions.

Each question carries a maximum of 25 points and has a 300 word limit.

**1. PEOPLE IMPACT - How do you lead and inspire those around you to succeed?**

*How do you ensure people around you want to come with you on the journey you have set? And how do you make them successful? Share an example of how you have inspired your direct team and/or people in the wider business.*

**2. BUSINESS IMPACT - What business achievements are you most proud of in the last 12 months?**

*How have you made a significant and measurable impact on business growth? What were the results? Share a project you have led recently that demonstrated outstanding results. Provide evidence to back up achievements.*

**3. INDUSTRY IMPACT - How do you elevate the marketing function?**

*How do you champion the Marketing function and marketers to demonstrate their importance to the business? Share a recent example of a program/initiative you led that demonstrates your commitment to making marketing matter more in business and/or gives back to the next generation of marketers.*

**4. CULTURAL IMPACT - What do you believe is Marketing's role in creating a long-lasting positive impact on society?**

*Share a recent initiative that has driven positive change and transformed the broader business through social responsibility, environmental sustainability, and/or ethical practices while achieving remarkable business success.*

## **FAQ**

### **When is the entry deadline?**

Entries are open now and the deadline is 28 March 2024.

### **What is your confidentiality policy for Award entries?**

All material will remain confidential to the judges. Winning and highly commended cases will be published in The Marketing Society and on our partner's website Warc.com. Entrants have the right to mark financial info or sensitive parts of their entry as 'Not for publication'. This will, in all cases, be respected by the organisers.

### **Is there a set format we should follow?**

No, we do not provide entry templates to follow. We urge you to read all of the criteria points for your category and ensure you have addressed them all. Judges will want to see tangible results so back up everything you are saying with the numbers and facts of what you achieved. You can read [previous judges top tips](#).

### **Do you accept entries via email?**

No, All entries must be submitted via the [online portal](#)

### **What format can I submit my entry in?**

Please submit your entry PDF format, and JPEG for supporting images.

### **Can I attach supporting documents and if so, how many?**

Yes you may include supporting documents for our judges to review, this can be in the form of images and videos.

### **What is the maximum file size for each entry?**

There is no maximum file size.

### **Which category should I enter? How do I know if it's the right one?**



Please review all the categories and descriptions on our website and choose the one most appropriate, if you would like any advice please contact [siobhan@marketingsociety.com](mailto:siobhan@marketingsociety.com)

**Are there any eligibility dates?**

No, we do not have eligibility dates on our award, we want to see all work that showcases marketing excellence, as long as you can answer all the criteria points we would love to see your entry

**How will my entry be credited if we are shortlisted/win?**

The details you enter into the portal are the details we will use on any promotional material and indeed for engraving trophies should you win, so it is imperative that you include the correct information on your submission. Including listing everyone who needs to be credited and ensuring the entry title is how you will want it to be referred to. For example if you call your entry 'The Marketing Society Awards entry 2024' this is what will be published

**Can I be invoiced for my entry?**

In exceptional circumstances we can issue invoices, however, it is important to note your paper will only be passed to judges if payment has been received by 5 May 2024

**Do I need to be a member of The Marketing Society to enter the Awards?**

No. Please leave the membership number field blank on the entry form if you are not a member. Members of the Society do receive a discount on their entries, if you are interested in finding out more about membership please contact [Umaima](#) our Community Growth Manager.

**When does judging take place?**

The judging takes place on 8 May 2024

**When & how will the shortlist be announced?**

The shortlist is announced on our website and social platforms and all entrants will be written to via email shortly after the judging day. Those who are shortlisted will be provided with visual assets they can use to showcase their nomination.

**When and where is Awards night?**

The awards ceremony will take place on the evening of 4 July in central London.

**Any advice on how to win?**

Yes. Head to our YouTube channel and the Awards playlist. There you'll find advice from past judges on what they look for in a winning paper, as well as insight from senior marketers from the winning brands, interviewed on Awards night.

**Can I see any winning papers from past entries?**

Members of The Marketing Society have access to hundreds of winning and highly commended papers from our Awards in the content hub of our website, these are accessed by logging into your online account.

If you are not a member of The Marketing Society, you can view our 2023 Grand Prix [Getting customers Lovin' it again. And keeping them Lovin' it. No matter what.](#)

**Have you produced any Awards publications?**

Every year we publish a Transformational Report which is published and shared with members of The Marketing Society, and draws on insights and learnings from the award entries in that year.



**If we win, are we able to receive more than one trophy?**

Multiple trophies are able to be purchased. Details will be shared when the winners are announced.

**Are there any partnership opportunities?**

We have a variety of opportunities available, and can work with you to tailor your package. For more details please contact [Rachael Rodrigues](#)