

The Marketing Society 39th Annual Awards Entry Kit 2024

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

Our Vision at The Marketing Society is to Inspire, Accelerate and unite a global community to raise marketing's positive impact on business, people, and society. Our awards embody this vision, we want to enable marketers to share their work to inspire, demonstrate and highlight that marketing is a vital tool that unequivocally drives business success and positive impact on society.

Through our awards we recognize and celebrate marketing excellence and the work marketers do to drive the profession and business forward. The Awards provide valuable evidence and ammunition for the marketing industry to demonstrate how best-practice marketing builds brands and growth. Our judges 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** - contributes to the wall of evidence of marketing's effectiveness.
3. **Kudos** - help you retain top talent and recognize achievement.
4. **Inspiration** – Drive the industry forward by sharing your success.

THE 39th ANNUAL AWARDS

Recognizing 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 our awards have been widely recognized 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 will be 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 recognizing 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

- Entry Deadline: 28 March
- Judging Day: 8 May
- Awards Ceremony: 4 July

How to enter

- All entries will need to be submitted via our online portal no later than 28 March
- All entries must be paid for at the time of submission.

Who can enter?

- Our awards are open to everyone, Marketing Society Members receive a £100 discount on their entries.
- We welcome entries submitted by brands or agencies.
- If you are an agency submitting on behalf of a client, please include your clients' contact details.

Preparing your entry

- Your entry takes the form of a written paper, supported by an executive summary. We would like you to tell us your story – What did you want to achieve? Why did it work? How did it work? What was the outcome?
- You can embed links to videos in your paper or you can upload them as separate files.
- You are also welcome to upload any other supporting information or data you wish to share.
- The Maximum word count for your summary is 600 words.
- The Maximum word count for your written paper is 3000 words (Note: our recommended length is 1200-1500 words)
- Our judges read multiple papers, so to give yourself the best chance make sure yours stands out from the crowd – tell a compelling story!
- Our judges will use the criteria points to help guide them to a decision so please do address these in your paper.

Our Judging process

- All judges sign a confidentiality agreement, any judges who have work submitted will be recused from any discussions about that paper.
- Each panel of judges will read and score their papers individually, then discuss in groups before presenting them back to the full judging panel who will jointly make the final decision.
- Each panel can recommend papers to be considered for the judge's choice awards.
- Judges will award a winner in each category and where they feel appropriate High Commendations.
- We 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](#).

Want to talk through your submissions and best course of action?

You can let us know which categories you are thinking of entering and we can support you in the process - click [here](#) to fill out the form and we'll be in touch.

OUR JUDGES

- Alex Lewis, SVP Marketing, Warner Bros. Discovery
- Becky Brock, Global Commercial, Marketing & Innovation Director, Costa Coffee
- Clare Cronin, CMO, Chelsea Football Club
- Deborah Dolce, Senior Vice President, Marketing & Corporate Responsibility Director, TJX
- Helen Whetton, Brand & Marketing Director, BT
- Lindsey Clay, Chief Executive, Thinkbox
- Mark Given, CMO, Sainsbury's Supermarket
- Najoh Tita-Reid, Chief Brand & Experience Officer, Mars Petcare
- Nina Holdaway, Managing Director, Accenture Song
- Rebecca Dibb-Simkin, CMO, Octopus Energy
- Sara Bennison, Non-Executive Director
- Steve Challouma, CMO, Birds Eye
- Azlan Raj, CMO, Dentsu London Limited
- Chris Barron, General Manager Personal Care UK&I, Unilever
- Craig Inglis, Chairman, The Marketing Society
- Gary Booker, Chief Marketing, Innovation & Strategy Officer, Rentokil Initial plc
- Jane Stiller, CMO, ITV
- Mark Sandys, Chief Innovation Officer, Diageo
- Mitch Oliver, Global VP Brand & Purpose, Mars
- Nick Robinson, CEO, Pilgrim
- Pete Markey, CMO, Boots
- Sabah Naqushbandi, Global Marketing Director, Mr Porter
- Sophie Devonshire, CEO, The Marketing Society
- More to be announced...

JUDGES TOP TIPS

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 is 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 are the judge, what story can you tell that will have us mesmerized 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 did not address 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 is 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](#)

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

Rebecca Hirst, EY

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

Giles Hedger, Diageo

OUR 2024 MARKETING CATEGORIES

All entries to the marketing categories will be judged against the following criteria, it is important to ensure you clearly address all of these in your entry.

- What did you want to achieve/what was your desired outcome?
- What, if any, were the challenges you faced?
- What did you do differently?
- What risks did you take or how did you push boundaries?
- What were the measurable results?
- How does your work advocate the reputation/importance of the Marketing industry?

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

How you communicate your brand, and its positioning in the market is key to business success. We recognize those brands who can showcase excellent marketing strategies that bridge the gap between brand positioning and the consumer campaign. We want to understand how you used brilliant consumer targeting, and inspirational activation that raised the bar in your category and delivered effective and sustained measurable results.

Note: For this category we are looking for stories that show sustained success e.g., 18+ months, for stand-alone short-term campaigns we recommend entering Campaign of the Year.

EVOLUTION

More than ever brands need to be agile and able to respond to changing business and market demands. This award will recognize those businesses that have put their consumer & brand strategy at the heart of propositional transformation. This award looks at multiple touch points that a consumer will have with your brand i.e., product development, pricing, loyalty, customer service. We want to see how these have come together to drive results that are greater than the sum of their parts, winning with consumers, gaining market share, and achieving business results.

CREATIVE USE OF MEDIA

The media landscape is evolving at pace. It is a key function to elevate marketing strategies enabling consumers to interact with brands and for brands to engage with existing and future consumers. We want to hear how you have used all or any types (out of home, print, Audio, TV, Social) of media creatively as part of a successful campaign. Highlighting the innovative ways media was used, 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

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 the consumer experience and or created a competitive differential leading to business results.

BUSINESS TO BUSINESS (LARGE / MEDIUM & SMALL)

We want to hear how you have effectively identified and delivered a successful B2B initiative against clear goals. We want to understand how you used insights to inform your strategy and led to a compelling marketing campaign or business to business engagement strategy. What out of the box thinking did you employ or innovative ideas you implemented that pushed your business and impacted on your key metrics.

INNOVATION

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

CUSTOMER LOYALTY

Customer loyalty is vital for profitable brand growth and creating a successful eco system. This award recognizes the brands who have developed and enhanced their relationships with their customers by building trust, rewarding loyalty creating long term relationships which add measurable value to the business.

BEST EXPERIENTIAL & CONTENT CREATION CAMPAIGN

This award is designed to recognize the evolving landscape of content-first marketing initiatives. In response to industry shifts, where brands increasingly prioritize non-traditional, earned media-focused campaigns, this category celebrates the impactful fusion of experiential, PR, Social Influencer, and content strategies. This category aims to spotlight the impact they have on building authentic brand communities and interactions.

Note: This can be in relation to a singular product or a whole campaign.

EMPLOYEE ENGAGEMENT & EXPERIENCE

Engaged people are fundamental to business success, this award will recognize the brands that value their teams. We want to know how you are attracting and retaining the best talent, empowering high performing teams who then go on to deliver more than they thought was possible. Becoming more than just employees but 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 recognizes those who have dared to try something new. This could be a stand-alone campaign, or an idea or data-led insights deployed to revive a brand or solve a specific problem the business was facing. We are interested in hearing how you changed your approach to ultimately lead 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 do 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. We seek brands whose purpose permeates all aspects, especially emphasizing 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 recognize, and reward, Not for Profit, charity, or Government-led campaigns that focus on cause related marketing and not solely on revenue driven results. We are looking for standout marketing strategies and effectiveness, using creative and



innovative measures to have maximum impact that has 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 your story, what inspired you, what did you hope to achieve and what impact have you had to create positive change for the future.

CAMPAIGN OF THE YEAR 2023

This category will recognize the standout campaign of the year. The one that was head and shoulders above the rest, it is 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 did you gather and how did that influence strategy, how did you execute the campaign and how was success measured.

Note: To be eligible for this category your campaign needs to have been live between 1 January 2023 – 31 December 2023

OUR 2024 COMPANY CATEGORIES

Our judges will use the following criteria to help them assess your paper and guide them to a decision.

- Tell us your story – what do you do & why do you do it?
- What innovative approaches have you introduced and embraced?
- How has your team and the work they have done impacted the overall business?
- What measurable results have you achieved?
- How is the work your team is doing pushing the reputation of the industry forward?

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 recognize 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 collaborate with them in synergy with a joint aim to achieve a specific goal.

BEST BRAND TEAM

This award recognizes 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.

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 upheld by the organizers.

Is there a set format we should follow?

No, we do not provide entry templates to follow. We urge you to read all 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 need to 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 is 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 siobhanc@marketingsociety.com

Are there any eligibility dates?

No, we do not have eligibility dates for our awards (apart from Campaign of the Year). We want to see all the work that highlights marketing excellence, and the long-term results or impact.

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

The details you enter in 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 in your submission. Including listing everyone who needs to be credited and ensuring the entry title is how you will want it to be displayed at the ceremony and on the trophy. For example, if you call your entry 'The Marketing Society Awards entry 2024' this is what will be published.

Can I pay by invoice for my entry?

In exceptional circumstances we can issue invoices, however, it is important to note your paper will only be submitted 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, our awards are open to everyone. 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. Our judges do not know if you are a member or not, so all entries will be reviewed impartially. 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 you announce the shortlist?

The shortlist will be 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 will 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. You can access them 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 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 available to be purchased. Details will be sent when the winners are announced.

Are there any partnership opportunities?

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