



CELEBRATING MARKETING THAT DRIVES GROWTH

FUTURE MARKETING LEADER

INSPIRATIONAL MARKETING LEADER

All you need to know about the categories, the criteria and how to enter

Please make sure you have read all the information and then head to the Google Form to submit your information, endorsement and answers to the questions

If you cannot access the Google Form due to security reasons please email it as a word document to siobhan@marketingsociety.com



FUTURE MARKETING LEADER

This award celebrates exceptional emerging talent in marketing poised to shape the future of our industry. Many previous winners have gone on to become influential CMOs and industry pioneers. As our industry evolves at unprecedented pace, identifying and nurturing the next generation of marketing leaders is crucial.

This award recognises individual excellence and helps shape the future of marketing leadership through professional development and networking. The winner receives a complimentary place on our 2027 Marketing Leaders Programme (worth £9,975).

This category is free to enter.

Eligibility: Brand-side marketers with at least seven years' marketing experience, or those who can demonstrate leading change within a marketing role.

Who Should Enter:

- Marketers preparing for their next leadership role, typically those already leading teams and looking to step up
- Marketing leaders ready to develop their skills and prepare for senior leadership

How to Enter:

1. Secure an endorsement from your manager
2. Answer the 5 questions below (In 300 words per question)
3. Participate in a brief meet-and-greet with judges to discuss why you deserve to win

See next page for what you need to demonstrate.

FUTURE MARKETING LEADER

What you need to demonstrate:

Leadership (20 points)

Tell us about a time you demonstrated your leadership skills.

Share an example of your leadership approach and how your leadership impacted those you worked with. What was your style and what did you achieve?

Positive Impact (20 points)

Tell us about a time you led with positive impact.

Share an example of how you had a positive impact on those around you, what you did, what challenges you faced, and what the outcome was.

Ambition (20 points)

Tell us about a time you set and achieved an ambitious goal.

Share an example of a challenging target others might have thought difficult. What was the goal, how did you approach it, and what was the outcome?

Creativity & Strategy (20 points)

Tell us about a time you combined creativity and strategic thinking.

Share an example where you used both to solve a business challenge and describe the results you achieved.

Communication (20 points)

Tell us about your communication style and how you influence others.

Share an example of when you successfully influenced stakeholders or brought people along on a challenging initiative.

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INSPIRATIONAL MARKETING LEADER

The marketing industry's most prestigious individual honour, celebrating exceptional marketing leaders who mean business. These are leaders who transform not just their organisations, but the entire marketing industry. This award recognises visionaries who combine commercial success with lasting societal impact, setting new standards for what marketing leadership can achieve.

Nominees are assessed by a panel of industry leaders, on their People Impact, Business Impact, Industry Influence & Cultural Contribution.

This category is free to enter.

Eligibility: Brand-side CMOs or equivalent seniority.

Who Should Enter:

- Marketing leaders who mean business
- Marketing leaders driving change and results
- Marketing leaders elevating the profession

How to Enter:

1. Secure an endorsement from your manager
2. Answer the 4 questions below
3. Provide evidence to support your achievements (business results, internal impact, industry recognition)

See next page for what you need to demonstrate.

INSPIRATIONAL MARKETING LEADER

What you need to demonstrate:

People Impact (25 points)

How do you lead and inspire those around you to succeed?

Describe how you ensure people want to come on your journey and how you make them successful. Share an example of how you have inspired your direct team and/or the wider business.

Industry Impact (25 points)

How do you elevate the marketing function?

Describe how you personally champion marketing, whether internally or across the industry. Share a specific example from the last 12 months.

Business Impact (25 points)

What single business achievement are you most proud of in the last 12 months?

Think about significant, measurable business growth. Describe the results and provide evidence of your achievement—whether actual business results from a commercial project or impact felt from an internal initiative.

Cultural Impact (25 points)

What role do you believe marketing plays in creating positive impact on society?

Share an example or initiative from the last 12 months where you've driven positive change and transformed your business through social responsibility, environmental sustainability, or ethical practices.

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THE ^{41st} Global AWARDS



Contact

If you would like any help of support with your Award entries please contact our Head of Awards Siobhan Cook



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