

# 2025 Gartner Marketing and Communications Awards



## Frequently Asked Questions

### How do I enter?

Please enter via our entry platform: <https://gartner-marketing-comms.awardsplatform.com/>

### How much does it cost to enter the Awards?

It is free to submit an entry in the Gartner Marketing and Communications Awards.

### I am an agency; can I submit on my client's behalf?

We do not accept entries from vendors who are promoting their own products, or consultancies who have delivered consultancy engagements in marketing and communications for clients. Please encourage your client to enter directly. If you are unsure whether you fall into this category, please [email us](#).

### Is there a specific timeframe of when the campaign/ project should have been completed?

There is no specific timeframe of when a campaign/ project should have been completed, however our entry criteria specifically asks for evidence of the impact on business objectives. If the initiative is relatively new, you may not be able to provide this.

### I am not a Gartner client; can I still enter?

Yes, we welcome any submission from any Marketing and Communication professional and/or team across the globe, providing you are not a marketing and/or communications agency, vendor or consultant.

## Learn More

[Visit our website](#)

[Email us](#)

[Follow us on LinkedIn](#)

Call us: +44 (0) 207 632 6492



**Entry deadline:**

**3 January 2025**

# 2025 Gartner Marketing and Communications Awards



## What is considered a strong entry?

We suggest that you look at our category guide to review the entry criteria. We are looking for innovative Marketing and Communications work that had have had strong measurable impact on business objectives.

## What categories do you have for this year?

Please look at our Category Guide which you will find under *Helpful Resources* on our [website](#). We anticipate that there is a category for every team!.

## Can I submit multiple entries?

Yes, absolutely!

- If submitting the **same campaign to multiple categories** please be sure to adapt your entry to meet the entry criteria for each category.
- If you are submitting **multiple entries into one category**, please be sure to differentiate the submissions with different entry names.
- We also welcome **different entries into different categories**.

## What do I need to gather before submitting my entry?

Please access useful resources on our [website](#) under *Helpful Resources*. We have built these documents for your use and to optimize your ability to submit a compelling entry.

## Learn More

[Visit our website](#)

[Email us](#)

[Follow us on LinkedIn](#)

Call us: +44 (0) 207 632 6492



**Entry deadline:**  
**3 January 2025**

# 2025 Gartner Marketing and Communications Awards



## Where can I learn more about previous entries?

Please visit our [website](#) to understand more about our previous winners. Previous winners may also be presenting at Gartner Marketing Symposium 2025 which you can learn more about [here](#). If you are a client, you can reach out to your account executive to be directed to case studies from previous Awards winners.

## Who judges the entries?

There are two stages of judging in our program:

- **Shortlisting:** this is completed by a large group of Gartner subject matter experts
- **Final Judging:** this is completed by an exclusive and esteemed group of independent Marketing and Communications professionals.

## I am a judge, can my company still enter?

Absolutely! Please enter the Awards in the relevant category. We'll ensure that judges who have affiliation with organizations/entries do not judge those categories. Additionally, judges are required to abstain from scoring entries where necessary.

## What are the benefits of entering the Awards?

We've heard from previous winners that benefits they've seen include being able to secure additional budget for resourcing, great brand recognition (internally and externally). Entrants have also found that even being recognised as a finalist by Gartner has had a great impact internally.

Gartner have also invited previous winners to contribute to case studies, webinars, Gartner Marketing Symposium, and to judge future Awards programs.

## Learn More

[Visit our website](#)

[Email us](#)

[Follow us on LinkedIn](#)

Call us: +44 (0) 207 632 6492



**Entry deadline:**

**3 January 2025**