

# 2025 Gartner Marketing and Communications Awards



## Terms and Conditions

*You are required to agree to our 2025 Gartner Marketing and Communications Awards Terms and Conditions and the Gartner Privacy Policy in our entry platform. We have shared the Terms and Conditions here for your review.*

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## Who can enter?

1. The Gartner Marketing and Communications Awards (“the Awards”) are open to any company, or individual who has led or contributed to an initiative as outlined in the category descriptions.
2. Submissions can be made from anywhere in the world as permitted by law; however, all entries must be submitted in English.
3. The Awards are open to all Marketing and/or Communications leaders and practitioners within a business. **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](#).



**Entry deadline:**

**3 January 2025**

## Entry Process

1. All entries to the Awards must be made electronically using the official category-specific entry templates provided. Each category has a different template, which can be found online. Entries will not be accepted in any other format.

## 2025 Gartner Marketing and Communications Awards



2. You must fully complete every question on the entry template(s), unless indicated as 'optional'. Please ensure you have addressed all specified criteria and kept within the word limits indicated. Judges are not obliged to consider any part of your entry that exceeds the specified word limits.
3. When submitting your entry(ies) **you must include a logo** for your company (in .png or .jpeg format). You permit Gartner and its Affiliates, as applicable, to use your name and/or logo as needed in its marketing and other materials related to the Awards or future Awards.
4. When making your entry **you can submit a maximum of six attachments** (including your logo) which can support your entry e.g. PDF, jpeg, mp3, mp4, Word, PowerPoint and Excel file. If sharing a website or video housed on a website, you can also include a hyperlink as an attachment. Please note these files should supplement your entry, and not replace any of the information in the main part of your entry. The total file size should not exceed 500MB per entry. We require one piece minimum (as well as your logo).
5. Projects may be entered into more than one category providing they are relevant and meet the specified criteria. Please be aware that these will count as separate entries and must be entered using the correct category-specific entry template. If Gartner believe your entry is better suited to a different category, you give Gartner the rights to make this adjustment.

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6. You and Gartner shall retain exclusive ownership rights in and to all your and our, respectively, pre-existing materials, information, and related intellectual property rights, including all portions, subsets or derivatives thereof, and any improvements, modifications, upgrades or other changes thereto.
7. For the purposes of judging, all information provided will be treated confidential and will only be viewed by Gartner staff and the judging panel. However, please only include information that you are comfortable sharing outside of your organization as Gartner may require rights to disclose any provided information or materials necessary for presentation purposes if your entry is a finalist or wins an Award. **Do not, under any circumstances, include market-sensitive information.**
8. Please ensure that the information submitted is accurate and where referenced, names and companies are credited as appropriate. Gartner accepts no responsibility or liability for any incorrectly submitted information.
9. We will not accept physical items as supporting material and if received, these will not be considered as part of your entry. Gartner assumes no responsibility for such items.
10. **Where websites form part of an entry, please ensure any URLs, access details, usernames and passwords needed for judging are supplied, that they work, and that they will continue to work until July 31, 2025.**

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**3 January 2025**



## 2024 Gartner Marketing and Communications Awards



11. If videos are included via a link, they must remain active and accessible until July 31, 2025.
12. The entry deadline is Friday 3 January 2025, 11.59pm Pacific. All entries and supporting materials must be submitted by end of day this time and anything received after this date will not be considered.
13. You'll receive a confirmation email to acknowledge we have received your entry, logo and any supporting material within one working day of its receipt.
14. Entries may be withdrawn at any time up until 5.00pm (BST) on Friday 31 January 2025 upon written request to Gartner.
15. Submission of your entry(ies) serves as confirmation that you have read and accept all the terms & conditions stated above.

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### After Submission

1. Your given entry name is final once submissions close. You permit Gartner and its Affiliates, as applicable, to use your name and/or logo as needed in its marketing and other materials related to the Awards or future Awards.
2. By agreeing to these terms, you consent for Gartner to contact you in any medium or format about these Marketing and Communication Awards and other Gartner products and services that we believe may be of interest to you and meet your business needs.

## 2025 Gartner Marketing and Communications Awards



3. The finalists, decided by an internal judging panel of Gartner experts, will be announced in March 2025. The panel reserves the right to investigate any entry further before that date, by telephone or email, to enable a final decision on category winners to be made.
4. All entrants will be contacted to inform the results. If you have plans to leave the organization, please [email us](#) to update the contact information of your entry(ies).
5. If made a finalist, your entry(ies) will be judged by an exclusive and esteemed judging panel of external Marketing and Communications professionals.
6. The judges' decisions are final, and no correspondence will be entered into regarding them.
7. Entrants are not permitted to contact judges directly regarding their entry(ies). Any attempt to do so may result in your entry(ies) being withdrawn from the process.
8. Shortlisted entries may be contacted by Gartner and asked to provide additional information or materials for an Awards booklet, future research, editorial coverage or promotional content, for these Awards or any future Awards.

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9. If made a finalist, you will be required to provide a 3–5-minute downloadable video on your entry. You will receive prompts and be expected to **share this video with us by 24 April 2025**. More information will be provided should you be made a finalist. You permit Gartner to use this video in the winner announcement and in connection with these Awards and future Awards. This consent provides Gartner with your unconditional release to use such personal details as your name, likeness, image and video and other personal characteristics and private information as submitted in the form of your video. Note: it is not guaranteed that your video will be used.

10. If made a finalist, you hereby grant Gartner an irrevocable license to display exhibit, transmit, adapt, sub-license and otherwise use both the submission to the Awards and the video in connection with the Awards and in connection with future Awards, in any medium or format, including but not limited to streaming a live or virtual event or in recorded format, in a video showcase on the Awards website, and in other marketing, promotion of the Awards and in connection with future Awards, without further consent from you. You acknowledge this permission also grants Gartner the right to create derivative works from the submissions made, which may include the creation by Gartner of edited video clips, webinars, podcasts, research, or excerpts for all uses set out herein.

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# 2025 Gartner Marketing and Communications Awards



## Announcement

1. Category winners will be announced live via a Gartner webinar in July 2025. We'll share registration information after the finalists have been announced. Additionally, all winners and finalists will be contacted informing them of the results.
2. All winners will receive a trophy to commemorate this achievement. This will be sent to the entrant via the address included in the entry. All winners and finalists will receive a digital certificate.

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