

2025 Gartner Marketing and Communications Awards



The Gartner Marketing and Communications Awards has been recognizing and rewarding the professional achievements of marketers and communicators around the world for 15 years, showcasing work that truly pushes the boundaries of the function.

Why enter?



Showcase groundbreaking results on a global stage

Be recognized by professional peers and experts from around the world for work that defines smart, commercially focused marketing and communication, and the sustainable and measurable business impact it brings.



Redefine the game

Don't just demonstrate how you're at the top of your field — break the mold entirely and establish a new benchmark. International experts in Marketing and Communications review and assess every entry. Have yours independently endorsed by them and show what it means to break new ground.



Join the world's best and elevate the status of Marketing and Communications

Show you're a leader in the profession, with a globally recognized award that means greater credibility, impact and influence within your own organization and networks, and in the industry overall.



Ignite your team and spark ongoing success

Celebrate and reward your people for their imagination, innovation and dedication, and you'll inspire them to reach higher and further. Recognizing great work fuels more great work.



Attract and keep top talent

Shine a spotlight on your achievements and prove the value of your skills, strategy and resources, so people with expertise to match will want to join you.

Learn More

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Entry deadline:

3 January 2025

Collaborating with Gartner through the Awards process has hugely benefited previous entrants, due to the fantastic PR that the Awards generates, raising the profile of themselves, their functions and their organizations.

Collaboration has included:

- Showcasing their achievements in Gartner research
- Informing and contributing towards Gartner research studies
- Presenting at the Gartner Marketing Symposium/Xpo™ conference
- Co-hosting a Gartner webinar
- Judging subsequent Awards

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Testimonials

"I still reference this award on my resume! It was THE BIGGEST reputation booster and source of validation for my team.

Previous Awards Winner and 2024 Executive Judge

"I'm really proud of the work I've done and wanted to show that Comms doesn't have to mean 'writing CEO emails'!"

2023 Entrant

"As the Awards are independent and 100% merit based, this is a great platform for an Asian company like us to benchmark our marketing & communications standards against other progressive world-class organizations globally. Just being shortlisted, reaffirmed the team's credibility as communications expert internally and in the market, we are in."

Noreen Sabrina Mohd Noor, EDOTCO Group, 2023 Winner of Leader of the Year

"Being a finalist for the 2023 Gartner Marketing and Communication Awards certainly brought a lot of excitement and sense of achievement not just to the marketing teams but also to our management and cross-functional teams. We are honoured to be a finalist together with the other worthy opponents, this has motivated the teams to continue to brainstorm, collaborate and bring our Sustainability marketing efforts to new heights in 2024. The management also hope our Sustainability initiatives would increase awareness, and also bring a positive impact to our customers, partners and to the world."

Eileen Koh, SAP Concur, 2023 Finalist

"[Judging the Awards] was fantastic! I learned about what's happening globally in the Marketing-sphere so that was extremely interesting. I also appreciated the clear parameters for judging within my category, to ensure consistency."

Carolyn Allan, OTIP, 2023 Executive Judge

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