



# **2026 Gartner Marketing and Communications Awards**

*Recognizing world class achievements from  
Marketing and Communications functions  
worldwide*

**Start Here!**

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## Learn More about the Awards

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## About the Awards

**The Gartner Marketing and Communications Awards has been recognizing and rewarding the professional achievements of marketers and communicators around the world for 16 years, showcasing work that truly pushes the boundaries of these functions.**

Submitting an Award has hugely benefited previous entrants, due to the fantastic PR that the Awards generates, raising the profile of themselves, their functions and their organizations. Entrants, finalists and/or winners may be invited to collaborate with Gartner by:

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

### Submit an entry to:



#### Showcase groundbreaking results on a global stage

Gain international recognition for innovative, commercially focused marketing and communications that deliver measurable business impact.



#### Redefine the Game

Go beyond best practices—set new industry benchmarks and demonstrate what it means to break new ground in marketing and communications.



#### Attract and Keep Top Talent

Highlight your success to attract skilled professionals who want to contribute to and share in your accomplishments.



#### Ignite Your Team and Spark Ongoing Success

Celebrate your team's innovation and dedication, inspiring greater achievements and ongoing excellence.

# Eligibility

## Who Can Enter the Awards

The Gartner Marketing and Communications Awards are open to Marketing and/or Communications professionals and teams across the globe. All entries must be submitted in English via the [entry platform](#).

In support of Gartner's business objectives and to enhance the integrity of the judging process, only organizations with an annual revenue of \$500M USD or higher are eligible to submit entries for this year's awards program. This requirement ensures that all initiatives are evaluated on a level playing field among organizations of similar scale.

To submit an entry, entrants must have the consent of the organization and should be endorsed by your Chief Marketing Officer / Chief Communications Officer or equivalent.

Vendors, consultants, and service companies may not submit entries on behalf of clients or promote their own products. We also do not accept submissions showcasing client work delivered through consultancy or agency engagements in marketing or communications. However, vendors, agencies, and consultancies are welcome to submit projects they have completed internally within their own organization. Examples include internal change initiatives led by your Communications team or technology implementations that created innovative experiences for customers, employees, or other stakeholders.

You can review the [full Terms and Conditions here](#). Please note, that by participating in and submitting an entry in these Awards, you must also agree to adhere to [Gartner's Privacy Policy](#) and [Gartner's Content Compliance Policy](#). Upon submitting your entry, you will be asked to check boxes saying that you have read and agree to these terms.

# Top Tips from the Chair on Writing a Winning Entry

Follow these 10 simple steps to help create an award-winning submission!

1. **Start Early:** Give yourself enough time to prepare a strong, thoughtful entry that reflects your hard work and meets the category requirements.
2. **Be Clear and Concise:** Use straightforward language. Avoid jargon and acronyms to ensure your entry is easy to understand.
3. **Directly Address the Criteria:** Carefully read each question and ensure your answers link back to all relevant awards criteria and the category guidelines.
4. **Provide Evidence:** Support your entry with specific data and, where appropriate, attach additional materials that prove your results. You may use testimonials from colleagues or business partners to add depth to your story. Obtain permission and cite sources.
5. **Discuss Challenges and Solutions:** Acknowledge any obstacles and describe how you effectively addressed them.
6. **Share Your Passion and Context:** Explain why your project matters and its significance to you and your organization.
7. **Make Your Entry Stand Out:** Highlight what makes your project unique compared to others. Emphasize innovative approaches, creative solutions, or distinctive results that set your work apart. Use storytelling to engage the judges and leave a memorable impression.
8. **Show Measurable Business Impact:** Clearly describe the business challenge, how your work supported organizational priorities, and provide relevant metrics—like revenue, profitability, or performance—to prove real, measurable results. Demonstrating impact is essential and will set your entry apart.
9. **Proofread:** Thoroughly review your entry to ensure accuracy and clarity.
10. **Follow the Rules:** Adhere to all guidelines, including word count, submission format, and deadlines. Late entries will not be accepted.

Please let us know if you have any questions.

Good luck!



**Alexandra Earl**

VP, Advisory

Chair of Gartner Marketing and Communications Awards

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# Entrant Testimonials

Thinking about entering? Don't just take our word for it—hear directly from those who've experienced the journey! Our past entrants share how participating in the awards has inspired them, opened new doors, and connected them with a vibrant community.

“

Gartner is a highly respected leader in business; it's been an honor to be recognized as a finalist alongside such innovative peers who are raising the bar across our industries.

**Denise Gorgosilich, BCIT**

”

“

[Being a finalist] gave us validation that we are creating something groundbreaking. I really appreciated the kudos from peers at TCS for being a finalist.

**Jenna Beck, Tata Consultancy Services,**

”

“

Gartner's recognition carries significant weight in our industry, and we saw this as the right platform to showcase how our CMO has elevated Marketing's role as a growth engine and strategic partner within the organization.

**Entrant, 2025**

”

“

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**

”

“

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 2025 Executive Judge**

”

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# Frequently Asked Questions

## How do I enter?

To participate, you must submit an entry via our entry platform linked below. All entries must be submitted in English. Please do not send separate emails or submit additional attachments as they will not be considered. <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.

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

Yes, only campaigns, projects, or initiatives that were launched from 1 January 2024 onward are eligible for entry. Entries that include work prior to this date will be disqualified. Additionally, note that 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 a consultant; can I submit on my client's behalf or in my clients name?

No. Technology vendors, consultants, services companies, etc. are not allowed to submit on the behalf of their client. Additionally, we do not accept entries from vendors who are promoting their own products, or consultancies and/or agencies who have delivered consultancy and/or agency engagements in marketing and communications for clients.

**Nominations can be submitted by any qualified and authorized representative from the submitting organization. Please encourage your client to enter directly.** If you are unsure whether you fall into this category, please [email us](#).

## I am a vendor that would like to submit our own organization's marketing and/or communications work. Is this allowed?

Yes, vendors, agencies and/or consultancies may submit work that they have completed in marketing and/or communications within their organization. This may include, but is not limited to, an internal change initiative run by your Communications team that changed employee behaviors or implementation of technology to create innovative experiences for customers, employees, or other stakeholders. If you are unsure whether your submission is allowed, please [email us](#).

# Frequently Asked Questions

## 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.

## What is considered a strong entry?

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

## Where can I learn more about previous entries?

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

## 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**.

## Can participating organizations discuss their submission with a Gartner expert?

To protect the integrity of the evaluation and scoring process, Gartner cannot discuss the quality or details of your submission before or during the submission process.



# Frequently Asked Questions

## Can I receive feedback on my submission?

Yes, you may request feedback on your submission following both the shortlist announcement and the winner announcement. Please [email us](#).

## Who judges the entries?

There are two stages of judging in our program:

- **Shortlisting:** this is completed by a 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.

## Connect With Gartner

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