



2026

AMI MARKETING EXCELLENCE AWARDS

AWARDS CATEGORIES

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Award Categories

General Awards Categories	
1	Acquisition Marketing
2	Excellence in the use of AI & Technology
3	Marketing Strategy
4	Brand Revitalisation
5	Content & Social Media Marketing
6	B2B Marketing Excellence
7	Creative Effectiveness
8	Retention & Loyalty
9	Data & Insight Driven Marketing
10	Excellence in Customer Experience
11	Experiential and Event Marketing
12	Not for Profit Marketing
13	Product or Service Launch or Relaunch
14	Public Sector Marketing
15	Sustainability and Purpose-Driven Marketing
16	Small Budget Marketing
17	Australia Made Excellence Award
Special National Awards Categories	
1	The Lisa Ronson, Emerging Marketer of the Year award
2	Future Leader of the year award
3	Certified Practising Marketer of the Year
4	Chief Marketing Officer of the Year
5	Agency of the Year
6	Marketing Team of the Year
7	Life Member Award (Board nominated and awarded)
8	Sir Charles McGrath Award (Board nominated and awarded)
9	Up to \$1 million Marketing Campaign of the Year
10	\$1 million and above Marketing Campaign of the Year

General Award Criteria

Categories are open to both B2C and B2B submissions. Judges will consider the merits of each submission taking into consideration that metrics and success factors differ between B2C and B2B marketing programs. Judges will consider the linkage between strategy, execution and outcomes achieved.

Each nomination will be judged against the following criteria – for all categories:

- Individual category criteria.
- The extent to which the person, team or project has reflected the intent expressed in the category descriptor.
- Well-written and clearly articulated recommendation and entry.
- That entries show a clear alignment between the problem/opportunity identification, strategy, actions undertaken, and outcomes achieved (against set goals and objectives). Judges will allocate scores across these dimensions.
- Evidence of commercial benefits to business and/or social impact; return on marketing expenditure and/or degree of social change.
- No mandatory AI disclosure. It is up to the entrant how they wish to create their entry or utilise AI in the campaign process.
- The submission must have been active within the period of 1 January 2025 to 30 April 2026.

Submission

The Problem/Opportunity:

Weight: out of 20

Maximum words: 200

The Solution

Weight: out of 40

Maximum words: 1000

The Result

Weight: out of 40

Maximum words: 750

Additional Information

Weight: No weightage

Maximum words: 250

Submissions for Australia Made Campaign Ltd Excellence Award

Quality & Authenticity

Weight: out of 20

High standards in production and genuine Australian origin

Innovation & Creativity

Weight: out of 20

Originality in the use of the Australian Made brand to promote their products

Sustainability & Ethics

Weight: out of 20

Commitment to ethical practices, local sourcing, or environmental sustainability.

Marketing & Engagement

Weight: out of 20

How the product is presented or promoted, including branding, campaigns, storytelling, or point-of-sale strategies.

Impact & Contribution

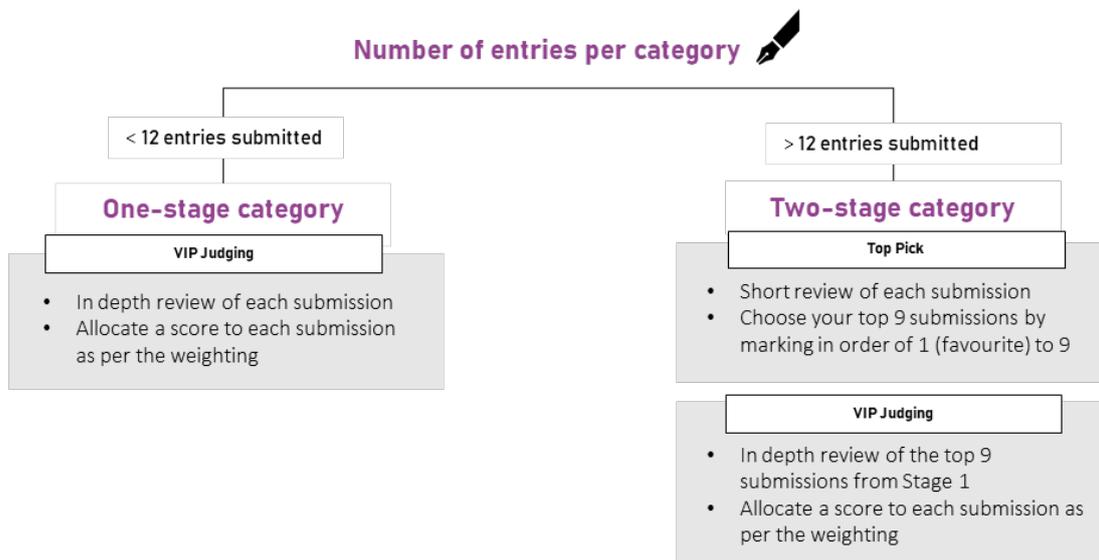
Weight: out of 20

Positive contribution to local communities, employment, export success, or promotion of the Australian Made brand.

Applicants are strongly advised to provide additional information to support their submission, such as videos, images etc however, this is not mandatory

Judging flow:

- Judges will score submissions individually.
- There will be one or two stages of judging for this category, depending on the number of entries (one-stage judging – less than 12 entries and two-stage judging – more than 12 entries) where each nomination is judged according to the following:
 - **Stage 1 - Top Pick**
 - Short review of each submission.
 - Choose your top 9 submissions by marking in order of 1 (favourite) to 9.
 - **Stage 2: VIP Judging**
 - In depth review of the top 9 submissions from Stage 1.
 - Allocate a score to each submission as per the weighting.



Disclaimer:

The results from these judging panels are subjected to a review from a separate panel of judges including of board members, CEO, and invited others to maintain the high standards of the Marketing Excellence Awards.

Acquisition Marketing

Criteria

This category recognises excellence in marketing programs and campaigns directed at acquiring new customers or members (both individual and/or corporate).

The judges will be looking for submissions that clearly demonstrate the effective use of marketing techniques with originality and creativity of approach in acquiring target consumers.

Submissions should address:

- The key drivers for the acquisition program
- The linkage between the use of insight (research and analytics) to support the targeting of prospective customers or members
- The strategy devised/deployed and the innovative use of marketing techniques to support the execution of the acquisition program
- Results/effectiveness against pre-determined metrics and KPIs

Winning

There will be a maximum of seven (7) finalists nationwide, finalists are determined by scores over 70% of the top score unless otherwise specified. And if it is a tie, both entries will be kept.

This scoring model is to allow for variances within judging panels.

Excellence in the use of AI & Technology

Criteria

This category recognises excellence in leveraging marketing technology, including AI, automation, data platforms, and other emerging tools, to transform strategies, campaigns, and outcomes. It celebrates marketers who strategically integrate technology to create smarter, faster, and more effective marketing that delivers measurable business impact. The judges will be looking for submissions that demonstrate how technology was not only implemented but embedded into the marketing approach to unlock new levels of innovation, efficiency, and customer connection.

Submissions should address:

- **The case for technology adoption:**
 - Key drivers for incorporating technology (business challenges, growth opportunities, customer expectations, or market trends).
 - The strategic role technology played in enabling new capabilities (e.g., personalisation, predictive insights, automation, integration across channels).
- **Strategy & design:**
 - How data, insights, and customer behaviour informed the technology strategy.
 - The selection and integration of technologies (AI, MarTech stacks, customer data platforms, automation tools, emerging innovations).
 - How marketing, technology, and creative teams collaborated in designing the approach.
- **Execution:**
 - How technology was deployed in campaigns, customer journeys, or marketing operations.
 - Evidence of innovative application (e.g., AI-driven content, real-time optimisation, predictive analytics, immersive experiences).
 - Examples of how tech was used responsibly (governance, ethics, transparency).
- **Impact:**
 - Results and effectiveness against predetermined metrics and KPIs.
 - Evidence of technology's role in accelerating business growth, customer engagement, efficiency, or ROI.
 - Broader impact, such as capability uplift, competitive advantage, or cultural transformation within the organisation.

Winning

There will be a maximum of seven (7) finalists nationwide, finalists are determined by scores over 70% of the top score unless otherwise specified. And if it is a tie, both entries will be kept. This scoring model is to allow for variances within judging panels.

Marketing Strategy

Criteria

This category recognises excellence in the creation and execution of a marketing strategy that made clear “where to play” and “how to win” choices. It celebrates marketers who led their organisations through a disciplined, insight-driven process to define priorities, allocate resources, and deliver measurable business outcomes.

The judges will be looking for submissions that demonstrate both the rigour of the strategy-making process and the clarity of strategic choices that positioned the organisation for growth.

Submissions should address:

- The business context and challenge that required a marketing strategy (e.g., stalled growth, competitive disruption, new category opportunity).
- The process of strategy development:
 - Who was involved (executive team, cross-functional stakeholders, external partners, customers).
 - How insights were gathered and synthesised (research, data, market analysis, customer feedback).
 - How priorities were defined, trade-offs assessed, and strategic choices made.
- The articulation of “**where to play**” (markets, segments, categories, customer types, channels) and “**how to win**” (value proposition, brand positioning, innovation, execution focus).
- The process of gaining organisational alignment (executive sponsorship, board buy-in, cross-functional mobilisation).
- Budget allocation and how resources were prioritised against chosen plays.
- The final strategy: key pillars, initiatives, and measures of success.
- How the strategy translated into action—campaigns, programs, product/service initiatives, or cultural/organisational shifts.
- Demonstrated commercial and marketing impact (growth, profitability, pipeline acceleration, market share, customer engagement, brand strength).

Winning

There will be a maximum of seven (7) finalists nationwide, finalists are determined by scores over 70% of the top score unless otherwise specified. And if it is a tie, both entries will be kept.

This scoring model is to allow for variances within judging panel.

Brand Revitalisation

Criteria

This category recognises marketing excellence in revitalising an existing brand.

The judges will be looking for submissions that best demonstrate improved brand positioning and equity resulting from the process of brand revitalisation. Specifically, the role that marketing played in the overall revitalisation of the brand compared to the rest of the organisation or overall strategy.

Submissions should address:

- A sound linkage between the brand revitalisation drivers and challenges (the rationale for the need to revitalise the brand)
- Strategy development (demonstrating the use of market and customer research and analytics to inform the strategy)
- Execution of the brand revitalisation program elements, including innovative creative methods and approaches
- Results/effectiveness against pre-determined metrics and KPIs

Winning

There will be a maximum of seven (7) finalists nationwide, finalists are determined by scores over 70% of the top score unless otherwise specified. And if it is a tie, both entries will be kept.

This scoring model is to allow for variances within judging panels.

Content and Social Media Marketing

Criteria

This category recognises excellence in the integrated use of content and social media to engage audiences, build communities, and drive measurable marketing and business outcomes. It celebrates strategies that combine the craft of content creation with the power of social media distribution, resulting in authentic connections, audience growth, and commercial impact. The judges will be looking for submissions that demonstrate originality, strategic clarity, and effective execution in blending content and social channels to reach, engage, and influence audiences.

Submissions should address:

- **Strategy development:**
 - How insights informed the approach, including choice of content themes, social platforms, and audience targeting.
 - How the content and social media strategy fit within the overall marketing strategy and business objectives.
- **Content approach:**
 - How the relevance of content was determined (audience insights, trends, brand positioning).
 - Originality and creativity in content creation.
 - Integration of content formats (articles, video, audio, graphics, UGC, thought leadership).
- **Social media approach:**
 - How platforms were selected and leveraged to amplify content.
 - Creativity and innovation in community engagement, shareability, and interactivity.
 - Use of paid, earned, and organic tactics to maximise reach and impact.
- **Execution & collaboration:**
 - How content and social media efforts were integrated and aligned with wider campaigns.
 - Partnerships, influencers, or collaborations used to extend reach and credibility.
- **Results:**
 - Measured effectiveness against predetermined KPIs (e.g., awareness, engagement, lead generation, conversions, community growth, sentiment).
 - Evidence of impact on business outcomes (brand equity, pipeline, sales, loyalty, advocacy).

Winning

There will be a maximum of seven (7) finalists nationwide, finalists are determined by scores over 70% of the top score unless otherwise specified. And if it is a tie, both entries will be kept. This scoring model is to allow for variances within judging panels.

B2B Marketing Excellence

Criteria

This category recognises outstanding marketing achievement in the business-to-business (B2B) sector. It celebrates programs, campaigns, or initiatives that demonstrate strategic insight, creativity, and measurable commercial outcomes in driving engagement, demand, and growth with business audiences.

The judges will be looking for submissions that showcase how marketing has been leveraged to strengthen customer relationships, accelerate pipeline conversion, and deliver tangible business impact in complex B2B environments.

Submissions should address:

- The unique B2B challenge, opportunity, or market dynamics that shaped the initiative.
- The strategy devised to meet business objectives (including targeting, segmentation, and customer journey design).
- How insights, research, or data informed the approach.
- Showcase complete funnel accountability, including tracking performance from awareness to opportunity creation and customer lifetime value.
- Creative and innovative execution tailored to business audiences (e.g., account-based marketing, thought leadership, events, digital, partnerships).
- Demonstrated commercial impact—measured by outcomes such as lead quality, conversion, pipeline velocity, revenue contribution, customer retention, or strategic growth outcomes.

Winning

There will be a maximum of seven (7) finalists nationwide, finalists are determined by scores over 70% of the top score unless otherwise specified. And if it is a tie, both entries will be kept.

This scoring model is to allow for variances within judging panels.

Creative Effectiveness

Criteria

This category recognises marketing campaigns where creativity directly translated into effectiveness delivering measurable results for brands, products, or services. It celebrates not only bold and original ideas, but also the disciplined strategy, execution, and measurement that proved creativity can be a powerful driver of growth.

The judges will be looking for submissions that demonstrate how creative solutions addressed a business or marketing challenge, cut through the market, and delivered significant, evidence-based results.

Submissions should address:

- **The challenge:** A clear understanding of the business or market situation that required a creative solution.
- **The creative approach:** How insights shaped the creative strategy, and how the idea was developed to stand out and resonate with the target audience.
- **Strategic alignment:** How the creative solution was integrated into the broader marketing strategy and why it was the right strategic choice.
- **Execution:** How the creative idea was brought to life across channels, touchpoints, or experiences.
- **Effectiveness:**
 - Results against predetermined metrics and KPIs (e.g., brand awareness, engagement, sales uplift, pipeline velocity, retention).
 - Demonstrated impact on business or brand performance (not just campaign-level metrics).
 - Evidence of both short-term activation results and longer-term brand or commercial effects.
 - Where possible, proof of ROI or attribution linking creativity to business outcomes.

Campaigns in this category may also include the use of above the line channels such as radio, press, or television, or a combination of these.

- Entries must be in the form of a marketing campaign, not a single advertisement.
- Campaigns may be run by an agency or brand, or be produced and run by a radio or television station or newspaper for their own promotional purposes.
- Like other campaign-based categories, the activity must be measurable and run during the qualifying period.

Winning

There will be a maximum of seven (7) finalists nationwide, finalists are determined by scores over 70% of the top score unless otherwise specified. And if it is a tie, both entries will be kept.

This scoring model is to allow for variances within judging panels.

Retention & Loyalty

Criteria

This category recognises excellence in marketing programs that drive customer retention, loyalty, and lifetime value. It celebrates marketers who design strategies and initiatives that strengthen relationships, build advocacy, and deliver measurable commercial impact through sustained customer engagement.

The judges will be looking for submissions that showcase how retention was placed at the heart of business growth, through data-driven insight, creative execution, and measurable improvements in customer loyalty and value.

Submissions should address:

- The retention challenge or opportunity (e.g., churn risk, competitive threats, customer disengagement, upsell/cross-sell potential).
- The strategy to improve retention, loyalty, and customer lifetime value (including segmentation, journey mapping, or personalisation).
- The use of data, customer insight, or behavioural triggers to inform and optimise the approach.
- Execution of retention initiatives across relevant channels (e.g., loyalty programs, CRM, lifecycle campaigns, content, digital touchpoints, customer communities).
- Demonstrated commercial outcomes, such as reduced churn, increased renewal rates, higher average revenue per customer, or advocacy/referral growth.

Winning

There will be a maximum of seven (7) finalists nationwide, finalists are determined by scores over 70% of the top score unless otherwise specified. And if it is a tie, both entries will be kept.

This scoring model is to allow for variances within judging panels.

Data & Insight Driven Marketing

Criteria

This category recognises the effective use of market, consumer, and customer insight to identify and inform the development of marketing strategy.

Judges will be looking for submissions that demonstrate how research and data analytics have been used in the formation of marketing strategy and the execution of a marketing campaign.

Submissions should address:

- How the data highlighted the issue or opportunity
- How insights from the analysis have been used to develop a marketing strategy
- How the insight impacted the effectiveness of the marketing campaign
- Results/effectiveness against pre-determined metrics and KPI's

Winning

There will be a maximum of seven (7) finalists nationwide, finalists are determined by scores over 70% of the top score unless otherwise specified. And if it is a tie, both entries will be kept.

This scoring model is to allow for variances within judging panels.

Excellence in Customer Experience

Criteria

This category recognises outstanding marketing initiatives that elevate customer experience (CX) by creating moments of delight, seamless interactions, and meaningful brand connections. It celebrates programs where marketers have designed experiences that put the customer at the centre turning insight into action, and action into measurable impact on satisfaction, advocacy, and growth.

The judges will be looking for submissions that demonstrate a deep understanding of customer needs and behaviours, the strategic use of insights and data, and the creative execution of initiatives that improve and differentiate the customer experience.

Submissions should address:

- **The drivers:** The key customer challenge or opportunity that informed the need for an improved customer experience.
- **Strategy development:** How insights, customer research, or data analytics were used to shape the CX approach.
- **Experience design:** How the program was designed to delight customers (e.g., frictionless service, personalised journeys, emotional engagement, surprise-and-delight moments).
- **Execution:** How the experience was brought to life across touchpoints, channels, or environments. Highlight innovation, creativity, and integration with the overall brand strategy.
- **Results & effectiveness:**
 - Customer satisfaction, NPS, or engagement scores.
 - Demonstrated uplift in customer sentiment, advocacy, or experience-driven brand equity.
 - Evidence of commercial outcomes (e.g., increased share of wallet, repeat purchase, reduced complaints, higher conversion).
 - ROI and cost-efficiency of CX initiatives where relevant.

Winning

There will be a maximum of seven (7) finalists nationwide, finalists are determined by scores over 70% of the top score unless otherwise specified. And if it is a tie, both entries will be kept.

This scoring model is to allow for variances within judging panels.

Experiential and Event Marketing

Criteria

This category recognises excellence in the design and execution of experiential and event marketing as part of an organisation's overall marketing strategy. It celebrates how brands create memorable, immersive experiences whether through standalone activations, brand-led events, conferences, exhibitions, or activations within larger events that engage audiences, build connections, and deliver measurable outcomes. The judges will be looking for submissions that demonstrate originality, audience impact, and effectiveness in making events or experiences a driver of both brand and commercial success.

Submissions should address:

- **The opportunity:**
 - How data, insights, or audience research identified the issue, opportunity, or brief that shaped the event or experiential activity.
- **The role of experiential/events in strategy:**
 - How the event or experience fit within the overall marketing strategy.
 - The specific objectives set (brand awareness, lead generation, customer engagement, community-building, advocacy).
- **Audience engagement:**
 - How the event or activation was designed to connect with the target audience.
 - The creativity and originality of the format, content, and experience.
 - The use of live, virtual, or hybrid channels to extend reach and impact.
- **Execution excellence:**
 - How the event or activation was delivered, including partnerships, logistics, integration with other marketing activity, and creative innovation.
- **Results & effectiveness:**
 - Performance against pre-determined metrics and KPIs (e.g., attendance, leads generated, sales conversion, brand sentiment, earned media, advocacy).
 - Evidence of long-term impact on customer relationships, brand perception, or business outcomes.

Winning

There will be a maximum of seven (7) finalists nationwide, finalists are determined by scores over 70% of the top score unless otherwise specified. And if it is a tie, both entries will be kept.

This scoring model is to allow for variances within judging panels.

Not for Profit Marketing

Criteria

This category recognises excellence in marketing campaigns for not-for-profit (NFP) organisations.

Submissions should address:

- Particular (unique) challenges or constraints faced in developing or executing the marketing strategy or program
- How insights were used to inform the development of the strategy or marketing program
- The elements used to execute the strategy, including any innovative approaches adopted
- Results/effectiveness against pre-determined metrics and KPIs

Winning

There will be a maximum of seven (7) finalists nationwide, finalists are determined by scores over 70% of the top score unless otherwise specified. And if it is a tie, both entries will be kept.

This scoring model is to allow for variances within judging panels.

Product or Service Launch or Relaunch

Criteria

This category recognises outstanding product and/or service marketing launch or relaunch.

Judges will be looking for submissions that demonstrate an ability to maintain competitive advantage and/or maximise organisational value through the launch or relaunch of a single product or service or category/line of products or services.

Submissions should address:

- Clarity around the rationale for launch or relaunch
- The use of insights to inform the strategy development
- The key elements deployed in the launch/relaunch process – how marketing worked with the wider organisation to deliver the targeted outcomes
- Results/effectiveness against pre-determined metrics and KPIs

Winning

There will be a maximum of seven (7) finalists nationwide, finalists are determined by scores over 70% of the top score unless otherwise specified. And if it is a tie, both entries will be kept.

This scoring model is to allow for variances within judging panels.

Public Sector Marketing

Criteria

This category recognises excellence in marketing campaigns delivered by or for the public sector.

Judges will be looking for submissions that demonstrate the effective use of marketing elements such as community insights, brand development, communications, campaign planning, and measurement.

The public sector covers all levels of government and government-controlled enterprises. It does not include private companies and voluntary organisations.

Submissions should address:

- Particular (unique) challenges presented by the public sector that needed to be addressed by the marketing strategy or program
- Insights used to inform the strategy or program
- Marketing methods and techniques used in the implementation of the strategy or program
- Results/effectiveness against pre-determined metrics and KPIs

Winning

There will be a maximum of seven (7) finalists nationwide, finalists are determined by scores over 70% of the top score unless otherwise specified. And if it is a tie, both entries will be kept.

This scoring model is to allow for variances within judging panels.

Sustainability and Purpose driven Marketing

Criteria

This category recognises excellence in marketing campaigns and strategies that authentically integrate purpose and sustainability into brand building, communications, and customer engagement. It celebrates initiatives where marketing has been used as a force for good advancing social or environmental causes, while reinforcing brand values and delivering measurable business impact.

The judges will be looking for submissions that demonstrate originality, authenticity, and impact in embedding purpose or sustainability into the core of marketing activity, driving both societal outcomes and commercial results.

Submissions should address:

- The unique challenges or constraints faced in developing and executing the campaign (e.g., balancing commercial objectives with social/environmental commitments).
- How insights and research informed the development of the purpose or sustainability strategy.
- Alignment with brand values, corporate responsibility strategy, and broader business objectives.
- How the campaign promoted socially or environmentally responsible practices, products, or causes in a credible, authentic way.
- Creativity and innovation in approach, including originality in engaging audiences, storytelling, and partnerships.
- Evidence of effective execution across chosen channels and communities, with clear demonstration of integration between purpose and brand strategy.
- Results and effectiveness against predetermined metrics and KPIs, including:
 - Business impact (brand equity, customer loyalty, revenue outcomes).
 - Social or environmental impact (awareness, behaviour change, measurable improvements).

Winning

There will be a maximum of seven (7) finalists nationwide, finalists are determined by scores over 70% of the top score unless otherwise specified. And if it is a tie, both entries will be kept.

This scoring model is to allow for variances within judging panels.

Small Budget Marketing

Criteria

This category recognises business success achieved within a marketing budget under \$50,000 (for a specific marketing program) and for an organisation with a turnover of up to \$5 million p.a.

Judges will be looking for submissions that demonstrate a proven positive outcome for a marketing program delivered using a small budget.

Submissions should address:

- The rationale of the marketing program
- Marketing strategy
- Creativity solution and execution of the marketing strategy
- How the limitations of a small budget were overcome
- Results/effectiveness against pre-determined metrics and KPI's

Winning

There will be a maximum of seven (7) finalists nationwide, finalists are determined by scores over 70% of the top score unless otherwise specified. And if it is a tie, both entries will be kept.

This scoring model is to allow for variances within judging panels.

Australia Made Excellence Award

The Australian Made Manufacturing Excellence Award recognises Australian Made licensees that exemplify the use of the Australian Made Logo in manufacturing, branding and marketing and contribute to the overall growth and success of the Australian manufacturing industry.

Criteria

- Entrants must be an Australian Made Campaign Ltd licensee to enter. Australian Made will verify and approve all entrants
- Quality & Authenticity: High standards in production and genuine Australian origin.
- Innovation & Creativity: Originality in the use of the Australian Made brand to promote their products
- Sustainability & Ethics: Commitment to ethical practices, local sourcing, or environmental sustainability.
- Marketing & Engagement: How the product is presented or promoted, including Australian Made branding, campaigns, storytelling, or point-of-sale strategies.
- Impact & Contribution: Positive contribution to local communities, employment, export success, or promotion of the Australian Made brand.

Winning

There will be a maximum of five (5) finalists nationwide, finalists are determined by scores over 70% of the top score unless otherwise specified.

This scoring model is to allow for variances within judging panels.

The Lisa Ronson, Emerging Marketer of the Year

Criteria

The Emerging Marketer of the Year Award is presented in loving memory of Lisa Ronson, a highly respected marketing leader and mentor who inspired and guided countless emerging marketers. Her legacy of leadership, creativity, and generosity continues to shape the future of the profession.

This category recognises young marketing professionals under 30 who are making significant strides early in their careers. This award celebrates individuals who are accelerating rapidly, achieving promotions, delivering results, and showing strong potential for leadership within the marketing industry.

Eligibility:

- Nominees must be under 30 years of age as of May 2026.
- Must be employed full-time in a marketing-related role or be a company owner.
- Must have a minimum of 3 years' work experience in marketing.
- Graduates of the AMI Emerging Marketers Mentoring Program are encouraged to apply, but participation is not mandatory.
- Self-nominations and nominations from colleagues, managers, or peers are accepted.

Submissions should include:

- Introduction of nominee (200 words)
- Written response (500 - 1000 words) addressing the following criteria

Selection Criteria:

Nominees should demonstrate:

1. **Rapid Career Progression:** Evidence of promotions, new responsibilities, or leadership in key projects.
2. **Outstanding Performance & Results:** Achievements that have delivered measurable impact for their organisation, clients, or campaigns.
3. **Innovation & Creativity:** Ability to think creatively and contribute innovative solutions in marketing strategy, campaigns, or problem-solving.
4. **Influence & Collaboration:** Demonstrates the ability to inspire and work effectively with colleagues, clients, or teams.
5. **Future Leadership Potential:** Ambition, adaptability, and qualities that suggest continued growth and the ability to shape the future of marketing.

Winning

There will be a maximum of five (5) finalists nationwide. Scoring to be based on a culmination of submission, recommendation and interview.

Future Leader of the Year Award

Criteria

This category recognises the rising stars of the marketing industry - emerging professionals who demonstrate exceptional leadership potential, creative thinking, and a commitment to advancing the marketing profession. It celebrates individuals who not only excel in their roles today but also show promise as the future leaders of marketing.

Self-nominations and nominations permitted.

Eligibility:

- Nominees must be 40 years of age or under as of May 2026.
- Must be employed full-time in a marketing-related role or be a company owner.
- Must have a minimum of eight to ten years' work experience in the marketing profession.
- Graduates of the AMI Emerging Marketers Mentoring Program are encouraged to apply, but participation in the program is not mandatory.

Submissions should include:

- Introduction of nominee (200 words)
- Written response (500 – 1000 words) addressing the following:
- What do you see as the hallmarks of a great marketing leader?
- Provide an example of how a creative approach by a known brand led to outstanding business outcomes.
- Illustrate how you have demonstrated leadership qualities in your career.
- How will you contribute to the marketing profession over the next five years?
- Personal biography, including academic achievements and career highlights.
- Involvement in voluntary, community, or professional initiatives.

Winning

There will be a maximum of five (5) finalists nationwide. Scoring to be based on a culmination of submission, recommendation and interview.

Certified Practising Marketer of the Year

Criteria

The Certified Practising Marketer (CPM) of the Year recognises the contributions of an outstanding CPM and their contribution to the marketing profession.

Self-nominations and nominations are permitted.

The CPM recognised as an advocate for CPM professional designation, will have played a significant role in the marketing industry and contributed to the development of the professional status and recognition of marketing.

Submissions should include:

- Introduction of the nominee (up to 200 words)
- Contributions to the marketing industry or your organisation and outlining the value derived from being a CPM (500 – 1000 words)
- Reference – from another CPM, their manager or senior colleague
- Example of successful strategy and/or campaign etc

Winning

There will be a maximum of five (5) finalists nationwide, finalists are determined by scores over 70% of the top score unless otherwise specified.

This scoring model is to allow for variances within judging panels.

Chief Marketing Officer of the Year

Criteria

Chief Marketing Officer of the Year is awarded to the senior marketing leader in an organisation (C-suite) that has demonstrated outstanding leadership, achievement and advocacy for marketing and the profession.

Self-nominations and nominations permitted.

Submissions should include, along with overall marketing excellence:

- Introduction of nominee (200 words)
- Demonstration of excellence (500 – 1000 words), including:
 - Business contribution and innovation – Revenue and profit growth
 - Leadership empowering team culture
 - Brand growth
 - Modern marketing and customer engagement thinking and effectiveness
 - Data and/or technology driven approach
 - Empowered and long-term thinking
 - High level creativity
 - Example of successful strategies and/or campaigns
- Reference (internal or external)

Winning

There will be a maximum of five (5) finalists nationwide, finalists are determined by scores over 70% of the top score unless otherwise specified.

This scoring model is to allow for variances within judging panels.

Agency of the Year

Agency of the Year – Under 50 Employees

Criteria:

Recognises small-to-mid-sized agencies (fewer than 50 employees) that demonstrate excellence, innovation, and impact in delivering marketing results for clients. This award celebrates boutique agencies that show forward-thinking, creativity, agility, and strong client service, while fostering great talent and upholding ethical practices.

Submissions should include:

- **Introduction of agency (200 words):** Overview of size, positioning, services, and point of difference.
- **Demonstration of excellence (500–1000 words), including:**
 - Forward-thinking and professionalism.
 - Insight and foresight: spotting market trends and applying skills to advance client results.
 - Customer service and understanding/executing client requirements.
 - Innovative approaches to solving client problems.
 - Ethical practices and standards upheld.
 - Evidence of strong agency–client collaboration.
 - Approach to attracting, developing, and retaining great people.
 - Examples of successful campaigns, including strategy, execution, and measurable results.
- **Reference from a client:** Validating results, collaboration, and impact.

Agency of the Year – Over 50 Employees

Criteria:

Recognises large agencies (50 employees and above) that demonstrate outstanding performance in marketing leadership, innovation, client impact, and organisational excellence. This award highlights agencies that set the benchmark for scale, capability, and influence across the industry.

Submissions should include:

- **Introduction of agency (200 words):** Overview of size, structure, breadth of services, and leadership position.
- **Demonstration of excellence (500–1000 words), including:**
 - Forward-thinking and professionalism.
 - Insight and foresight: identifying market shifts and future skills to deliver client advantage at scale.
 - Excellence in customer service and depth of understanding client requirements.
 - Innovative approaches to solving complex client challenges.
 - Ethical practices and accountability at organisational level.
 - Agency–client collaboration models that demonstrate transparency and trust.
 - Approach to finding, developing, and retaining great talent, with emphasis on diversity, inclusion, and culture.
 - Examples of successful large-scale campaigns, including strategy, execution, and measurable results.
- **Reference from a client:** Validating impact, collaboration, and long-term partnership strength.

Winning

There will be a maximum of five (5) finalists per subcategory nationwide, finalists are determined by scores over 70% of the top score unless otherwise specified.

This scoring model is to allow for variances within judging panels.

Marketing Team of the Year

Criteria

This category recognises an outstanding in-house marketing team that has demonstrated value for the unique talents and skills of each team member.

Judges will be looking for how the team utilised diverse skill sets, ways of thinking/idea generation and effective problem-solving techniques.

Submissions should include:

- Introduction of team (200 words)
- Demonstration of excellence (500 – 1000 words), including:
 - Evidence of team development
 - Sound team dynamics e.g., leadership, diversity, communication
 - Structure and processes
 - Culture
 - Marketing team execution of the brand, product or service strategy against ROI and growth KPI's
 - Commercial or community value delivered, and improved brand, product or service equity contributed by the implementation of the marketing team's strategy.

Winning

There will be a maximum of five (5) finalists nationwide, finalists are determined by scores over 70% of the top score unless otherwise specified.

This scoring model is to allow for variances within judging panels.

Up to \$1 million Marketing Campaign of the Year

Criteria

This category recognises the overall 2026 Campaign of The Year from the winners of the other Campaign Categories, with a budget of below AUD \$1 million.

The winner for this category should:

- Have created a campaign under the budget of \$1 million.
- Clear understanding of the Marketing issues faced by a brand, product, or service.
- Insights and understanding of consumer or customer opportunities for a brand, product, or service.
- Marketing team execution of the brand, product or service strategy against ROI and growth KPIs.
- Commercial value delivered and improved brand, product or service equity contributed by the implementation of the marketing campaign.

Winning

No submission is accepted specifically for this category. The winner will be chosen from the qualified campaign category winners with less than \$1 million dollars budget. This will be awarded by the selected judging panel. There is only one winner, the submission with the highest overall score.

\$1 million and above Marketing Campaign of the Year

Criteria

This category recognises the overall 2026 Campaign of The Year from the winners of the other Campaign Categories with a budget of over AUD \$1 million.

The overall winner would have demonstrated overall marketing excellence:

- Have created a campaign above the budget of \$1 million.
- Clear understanding of the Marketing issues faced by a brand, product, or service.
- Insights and understanding of consumer or customer opportunities for a brand, product, or service.
- Marketing team execution of the brand, product or service strategy against ROI and growth KPIs.
- Commercial value delivered and improved brand, product or service equity contributed by the implementation of the marketing campaign.

Winning

No submission is accepted specifically for this category. The winner will be chosen from the qualified campaign category winners with more than \$1 million dollars budget.