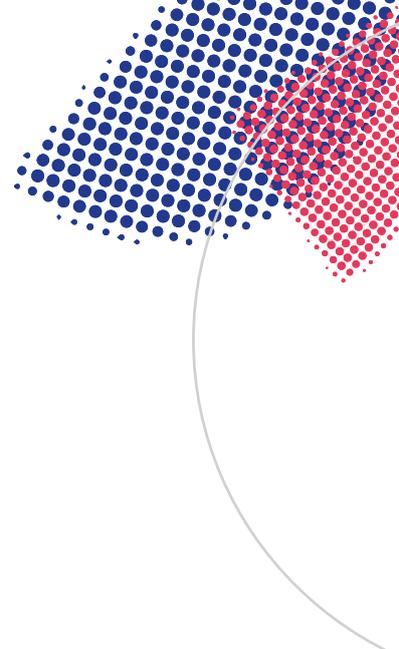




 **The
B2B Marketing
Awards** **2019**

Guidelines for Submission
#B2BAwards



Section 1

Key information

Introduction

This guide will help you compile your entries for the B2B Marketing Awards 2019 while maximising your chances of success.

It's essential that you read this guide thoroughly and you can download submission templates [here](#).

Why do I need to read it?

Even if you've entered these awards before, it's still vital to ensure you've read this guide thoroughly. This guide is updated every year, accounting for new categories and changes in process or criteria.

Please note: Submissions that fail to comply with the following guidelines may be penalised or disqualified. If you've any queries that are not resolved by the information in this guide or that emerge from reading it, check out our FAQs section.

Who should enter these awards?

The B2B Marketing Awards is open to anyone working in B2B marketing globally, but in particular client-side marketers, agencies, PR agencies and vendors. Categories 1–24 are relevant to all entrants; the remaining categories are focused on particular companies or individuals. See p7–13 for more details on categories.

Key dates

Monday 1 April
Pre-registration opens

Wednesday 1 May
Entries open

Wednesday 29 May
Entries close

Wednesday 12 June
Late submissions close

Friday 28 June
Online preliminary judging (two weeks)

Thursday 8 August
Shortlist announced

Thursday 22 August
Deadline for printed versions of entries

Tuesday 3 September
Face-to-face judging starts

Thursday 28 November
Awards ceremony

How entering the B2B Marketing Awards can benefit your business

Return on investment potential

Previous agency winners have seen dramatic leaps in new business following their victories.

Client-side victors have enjoyed serious internal recognition and boosted their careers as a direct result of winning an award.

Even just being shortlisted has huge uplift potential on return of investment.

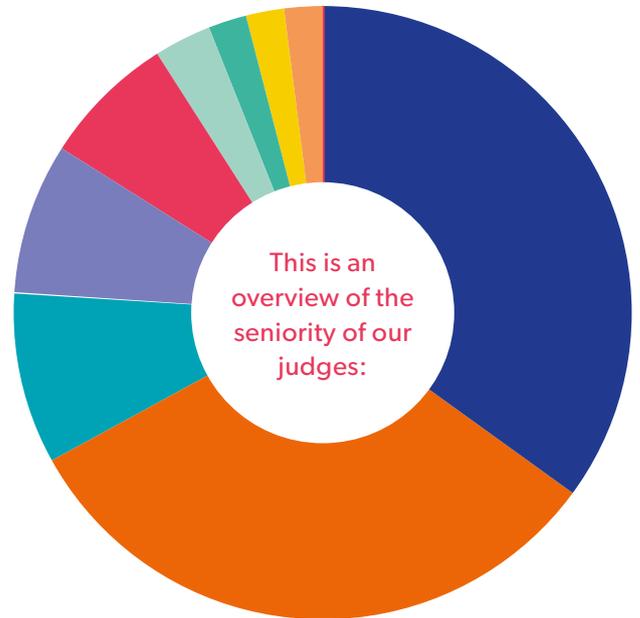
And we have the testimonials.

— *“The year after we won six B2B Marketing Awards, we doubled in size. That’s not a coincidence – it’s intrinsically connected to our Awards success. In 75% of business enquires when we asked: ‘How did you hear of us?’, the B2B Marketing Awards always got mentioned.”*

MD, Earnest

Judging process exposure

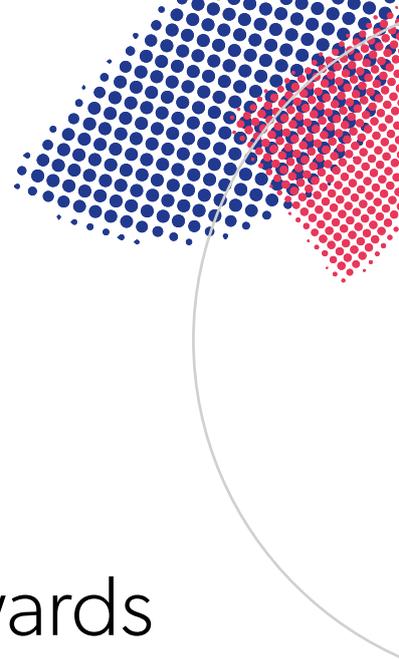
Your work is judged by over 150 independent senior client-side marketers. The exposure to big name brands and high profile marketers is an opportunity not to be missed.



- 35% Head of marketing
- 32% Marketing director
- 9% Other
- 8% VP marketing
- 7% CMO
- 3% Senior marketing director
- 2% Global marketing director
- 2% Global marketing manager
- 2% Senior marketing manager

These are just some of the companies they are from:





Section 2

Entering the B2B Marketing Awards

2.1 Top tips for making your awards entry

- › Deadline is **29 May 2019**. A late fee will be payable on entries received after this date (see below).
- › Decide which category or categories are right for you. There's a full list on p7–13, plus the entry criteria. Ask yourself which categories best fit the stories you want to tell?
- › The qualifying period for campaigns entered into the B2B Marketing Awards 2019 is 1 April 2018 to 30 April 2019 – at least one aspect of an initiative must have taken place within this time frame to be eligible.

Once you have completed your entry/entries, you must do the following to ensure they are submitted properly:

- › Complete a digital version of your submission(s) on our dedicated entry platform. Once registered you can use this platform to manage your entries easily as well as continue to edit your submissions before you submit. You will be able to register and log-in to this platform when entries open on 1 May 2019. You can access this via b2b.awardsplatform.com
- › Then sit back and wait for the shortlist to be announced.
- › If you have successfully made the shortlist send a hard copy of your shortlisted entry to the B2B Marketing Awards head office:

**B2B Marketing Awards,
Clover House, Fifth floor,
147-149 Farringdon Road,
London,
EC1R 3HN**

- › A single hard copy of each shortlisted submission must be provided for each entry. Please note we also require a hard copy of your presentation board(s), (see p15). It's easy to print your submission from our online platform once you've submitted your entry.

Note: Both a digital version and a hard copy are compulsory if shortlisted.

2.2 Payment

Deadline: Wednesday 29 May

Late Deadline: Wednesday 12 June

- › The cost of entry is £250+VAT per submission. If you're a B2B Marketing Premium member your entry fee is £215+VAT (to sign up as a member visit b2bmarketing.net/join).
- › Entries submitted after 29 May 2019 will cost £315+VAT per submission.
- › Payment for all submissions must be made on completion of the submission process.
- › Payment can be made online by credit card or via invoice at the same time as digital versions are finalised.
- › Payments need to be cleared by the entry deadlines outlined in order for entries to be considered.
- › If you expect to make a late entry, or have any other problem with your submission, email events@b2bmarketing.net.

Your quick guide to entering The B2B Marketing Awards 2019

1



Submissions open 1 May 2019

Click the 'start your entries' button on the website to direct you to the submissions platform Award Force.

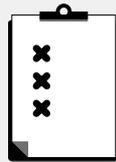
New users will need to create an account. Returning users can just log in.



2

Choose your categories

Decide which categories you will enter (using the guidelines to help you).



3



Prepare your entry

Complete your entry using the online platform. You can save and resume as you want to. (Refer to section 4)



4



Submit your entry online

When you are ready (but before the submission deadline) click submit at the end of your submission.



5

Pay

Pay for the categories you have entered.



6

Send your hard copies (only if shortlisted)

The shortlist will be announced on Thursday 8 August 2019. If you're shortlisted, please send a hard copy of your submission(s), including all your attachments and A2 board to:

B2B Marketing Awards,
Clover House, Fifth floor,
147-149 Farringdon Road,
London, EC1R 3HN



Important notes

- ▶ You must submit before Wednesday 29 May (entries received between Tuesday 30 May and Wednesday 12 June will incur a late fee).
- ▶ If you want to submit more entries then navigate to the summary page of your account and select start entry.
- ▶ The shortlist will be announced Thursday 8 August. Look out for this on Twitter #B2BAwards. We will also contact you to advise if you are shortlisted.

Where your entry goes after submitting The B2B Marketing Awards 2019

You've sent your submission

online and by the deadline.



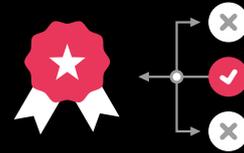
Tickets now available

Start your countdown to one of the biggest events of the year in the B2B calendar.



Online judging

Your submission is viewed by our judges as part of our online judging process. This takes around two weeks, with successful entries forming the B2B Marketing Awards shortlist.



Shortlisted?

Shortlist is announced Thursday 8 August 2019.

Face-to-face judging

Over six sessions, six groups of senior client-side marketers analyse the B2B Marketing Awards shortlist to determine the Gold, Silver, Bronze and Grand Prix award-winning campaigns.



Still not got your tickets yet? Then what are you waiting for?



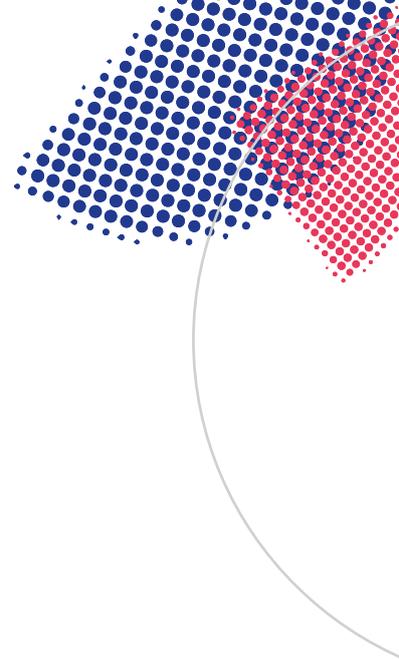
We always sell out, so don't miss out on the biggest B2B night of the year.



The B2B Marketing Awards

Thursday 28 November 2019, Exhibition, London





Section 3

The categories

A. Campaign media and mechanics

- › Category 1: **Best multichannel campaign**
- › Category 2: **Best use of direct mail**
- › Category 3: **Best use of live-event marketing**
- › Category 4: **Best use of public relations**
- › Category 5: **Best use of creative**
- › Category 6: **Best use of digital techniques or technologies**
- › Category 7: **Best use of social media or influencer marketing**
- › Category 8: **Best use of content marketing**
- › Category 9: **Best customer experience (CX) initiative**

B. Planning and strategy

- › Category 10: **Best use of customer insight**
- › Category 11: **Best use of thought leadership**
- › Category 12: **Best limited-budget campaign**
- › Category 13: **Most commercially successful campaign**
- › Category 14: **Best integration of sales and marketing**

C. Target audiences

- › Category 15: **Best channel marketing initiative**
- › Category 16: **Best SME-targeted campaign**
- › Category 17: **Best corporate decision-maker-targeted campaign**
- › Category 18: **Best employee engagement programme**
- › Category 19: **Best international campaign**
- › Category 20: **Best use of account-based marketing**

D. Aims and objectives

- › Category 21: **Best brand initiative**
- › Category 22: **Best product launch campaign**
- › Category 23: **Best lead generation or nurturing campaign**
- › Category 24: **Best customer engagement initiative**

E. Practitioner, supplier and agency

- › Category 25: **B2B marketing team of the year**
- › Category 26: **B2B marketer of the year**
- › Category 27: **B2B PR agency of the year**
- › Category 28: **B2B marketing communications agency of the year**
- › Category 29: **Grand Prix**

The categories in detail

The following categories apply to the B2B Marketing Awards 2019. They are divided into five sections: A. Campaign media and mechanics; B. Planning and strategy; C. Target audiences; D. Aims and objectives and E. Practitioner, supplier and agency. Once you've chosen which categories you're interested in, go to p14 for detailed information on how to compile your entries.

Note: *The qualifying period for these awards is 1 April 2018 to 30 April 2019 – at least part of the campaign-related activities must have taken place within this period.*

A. Campaign media and mechanics

Submissions for entries in the following categories must all include information on the following: objectives, the audience, rationale for the media/channels selected, budget available and allocation, campaign timescales, plus measurement and results.

Category 1: Best multichannel campaign

This category is designed to reflect campaigns using a variety of different channels or media, in a multichannel or integrated framework. Submissions must explain the mix of channels used for the campaign, and how the brand and/or agency ensured the various techniques complemented one another and worked together.

Category 2: Best use of direct mail

Submissions must explain how the DM was designed to maximise effectiveness and succeed where other marketing mediums could not. Campaigns entered are unlikely to use DM in isolation, and use of any other channels should be explained. Submissions must explain the specifics of the mailer or mailers in detail, including volumes, formats/size, lists, calls-to-action, follow-ups etc. Samples of the mailers should be included to help the judges in their deliberations.

Category 3: Best use of live-event marketing

The use of live events to achieve specific marketing objectives is the focus of this category. This encompasses 'real-world' events of any reasonable type including exhibitions, conferences, launch parties/events, seminars, roundtables, awards ceremonies etc. These events could be created bespoke for the specific purpose or the brand could be leveraging an existing event, including one organised by a third party (e.g. an exhibition or conference). Submissions could focus on a single event or a series of events incorporated into a single strategy and aimed at achieving a common objective. Submissions must explain how communications at any relevant stage contributed to the overall objectives including pre-event, during the event and post-event, using any relevant channel (e.g. offline or online).

Note: *The use of digital events such as webcasts or virtual events must not be entered into this category. Instead they should be entered into category 6: Best use of digital techniques or technologies.*

Category 4: Best public relations campaign

This category includes effective activity using PR only, or PR as part of an integrated marketing mix, to promote a specific brand or product message is the focus of this category. PR activity must be a primary element of the campaign rather than a support medium. Submissions must explain the mix of media targeted, how journalists and commentators were engaged, as well as how success was measured and evaluated. Please note: this category could include online or digital PR, where social media sites or blogs were the primary means of generating exposure for the client and/or brand.

Category 5: Best use of creative

Submissions must focus on the creative work used to deliver a message or messages, regardless of media or channel. You must explain how the creative solution to the campaign was developed, and how it was applied to different media, and potentially developed to encompass different sub-messages or elements of the campaign.

This could include on- and offline media, and both image and non-image based executions. An explanation of the creative process employed by the agency to develop the campaign would be helpful for the judges.

Category 6: Best use of digital techniques or technologies

This category focuses specifically on the use of digital techniques to achieve campaign objectives. It's designed to reflect the extent to which B2B brands are embracing the rapidly evolving world of digital media, and consequently submissions should focus on the innovative use of channels and new technologies. The full range of digital techniques is applicable to this category including email, online advertising, search marketing, webinars, microsites, social media and mobile; although preferably a mix of different digital channels will be used to achieve a single objective.

Category 7: Best use of social media or influencer marketing

This category relates to marketing activities that use social media and/or influencer marketing prominently (within a wider context) or exclusively as the sole channel or medium, to achieve a specified objective. Where the use of social media was part of an integrated programme, the submission must explain the social-specific activities fitted in and added value to the wider programme or campaign. Where the submission relates to the use of influencer marketing (as part or all of the activity) it must explain why this tactic was used in this instance, how the influencers were selected and how they contributed towards the campaign. All submissions must demonstrate how success was measured against objectives.

Category 8: Best use of content marketing

This category encompasses the entire range of content activities employed by brands, including (but not exclusively) email newsletters, whitepapers, video, social media and blogs, either separately or as part of an integrated approach. Submissions must explain how a

content strategy was developed and delivered, how it was tailored to the specific audience, and how ROI and effectiveness was calculated.

Category 9: Best customer experience (CX) initiative

This category reflects excellence in any initiative, programme or campaign intended to improve the experience of customers (or a group of customers) at any stage of the buying journey. Such initiatives could have a wide range of objectives including (but not exclusively) accelerating the conversion process, enabling on-boarding or uptake, encouraging repeat purchase/renewal, or driving advocacy. Initiatives in question could comprise both those in the digital or real world, or a combination of the two. Submissions must explain the customer/marketing challenge that the initiative was designed to address, how any insight was deployed to understand the challenge better, how other relevant teams or individuals within the organisation were engaged, which targets were set and how success was measured. Where relevant, submissions should explain what attempts were made to 'delight' customers, and how effectiveness of these efforts were determined.

“The B2B Marketing Awards is widely regarded as the most competitive and prestigious in the B2B marketing industry, attracting submissions globally. To have won three awards is a phenomenal triumph and a testament to the quality of work we deliver for our clients. It's a proud moment for everyone here at William Murray”

**Anita Murray, CEO,
William Murray Communications**

B. Planning and strategy

As befits the nature of the disciplines included in this section, it's intended to focus on longer-term or more strategic marketing activities, rather than short-term campaign-based initiatives. The investment in these activities may be designed to have more sustained resonance, perhaps without a specific or designated timeframe, and may be more brand related rather than have distinct objectives. All submissions must specify the objectives, the audience, the timescales involved, measurement and results.

Category 10: Best use of customer insight

The role of data analysis and market research in informing marketing strategy is the focus of this category. Submissions must explain how analysis and insight played a critical role in the development and/or execution of the marketing strategy and tactics, potentially generating entirely new approaches to marketing and communication. Analysis or insight may be based on a variety of different sources including analysis of web traffic, analysis of customer data or through bespoke market research.

Category 11: Best use of thought leadership

This category reflects use of thought leadership positioning to achieve a specified objective – either in terms of brand positioning or as a means of more directly driving revenue, potentially featuring as part of a content marketing strategy. Submissions must explain why thought leadership was selected as the best or most appropriate means to achieve that particular objective, which may require a description of the environment the brand or product/service is operating in (or seeking to operate in). Communication techniques and channels used must be specified clearly, together (where relevant) with individuals or spokespeople used and media or intermediaries leveraged.

Category 12: Best limited-budget campaign

This category is designed to recognise B2B marketing excellence with strict limitations: any campaign developed and executed on a budget of less than £30,000 – which includes agency, media, data, or technology fees – is

applicable. Submissions must specify how budgets were allocated and demonstrate how maximum effectiveness was generated from limited financial and personnel resources.

Category 13: Most commercially successful campaign

This category recognises campaigns that have achieved excellence in terms of financial ROI. Measurement information and ROI will be key judging criteria for this category, as will client testimonials. Detailed results and budgetary information will be required – if this information is confidential, please remember to state this clearly in the submission.

Category 14: Best integration of sales and marketing

Effective co-operation and collaboration between marketing and sales is the focus here, with judges seeking to understand how these two functions have been brought together in a spirit of mutual co-operation for the greater good of the organisation. Submissions must explain which initiatives have been undertaken to bring the two teams together, the challenges faced, the personalities involved and the results achieved (as compared to those seen prior to integration activities). Both strategic and tactical initiatives can be included.

“The very best industry awards have a sharp, edgy theme. They have guests that want to be there. They have prestigious trophies that are hard to win. The B2B Marketing Awards has all of those. That’s why winning an award on the night is a shining beacon of glory for you and your team”

Dan Roche, head of European partner marketing, Automation Anywhere

C. Target audiences

As well as describing the audience that the campaign was focused on and the business issue it was designed to address, submissions for entries in the following categories must all include information on the following: objectives, audience insight, media/channels selected and rationale, budget available and allocation, campaign timescales, measurement and results.

Category 15: Best channel marketing initiative

Marketing both to and through resellers, distributors or other intermediaries in any sector is the focus of this category. Submissions must explain the dynamics and characteristics of the specific channel audience involved, how activity nurtured the relationship between vendor/supplier and the channel partner, and met the objectives of both parties.

Category 16: Best SME-targeted campaign

This category reflects campaigns targeting business decision-makers in small and medium-sized enterprises (those with under 250 employees). Submissions must explain the dynamics of the specific audience or audiences targeted by the campaign, and how the campaign offer, copy, creative and media were designed to appeal to individuals in these firms.

Category 17: Best corporate decision-maker-targeted campaign

Marketing activity targeted at decision-makers in large or enterprise-level organisations (500-plus individuals) is the focus of this category. This could include campaigns targeted at individual decision-makers or account groups comprising various individuals. In either instance the submission must outline any use of insight tools or services to enable targeting and/or personalisation of marketing messages and communications. In terms of the communications materials themselves, the

submission should explain how the campaign was designed to be reached by these time-poor and hard-to-reach individuals, who are often protected by a gate-keeper.

Category 18: Best employee engagement programme

This category focuses on any initiative or programme designed to communicate a specific message or drive a specific kind of engagement among employees, stakeholders or other internal (meaning non-customer) audience. Any such initiative could be conducted in collaboration with the HR function and/or other relevant departments. Submissions must contextualise the campaign objectives within the organisation's broader objectives and (if appropriate) explain how activity dovetailed with externally-focused initiatives as well as explaining metrics and measurement.

Category 19: Best international campaign

Activity with a regional, multinational or global focus is applicable to this category. Submissions must explain why the geographical target audience was selected, how activity accommodated cultural or legislative variations between territories, and how channels, techniques and budget were managed to ensure the most effective use across a diverse geographical audience.

Category 20: Best use of account-based marketing

This category reflects excellence in account-based marketing of any variety or scale – i.e. strategic, lite or programmatic. Submissions must explain the nature of the business challenge or opportunity, the dynamics or nature of the audience, and why ABM was determined as the most appropriate approach. As well as explaining how campaign creative was developed and deployed, together with any use of customer insight and any marketing technology used, it is critical that the submission explains how sales were involved, engaged and aligned to ensure success of the initiative.

D. Aims and objectives

The focus of the categories in this section is the objectives that campaigns were designed to achieve. Submissions must clearly outline objectives and measurement criteria to determine the extent to which these were achieved. Submissions must also specify the audience, media and campaign timing.

Category 21: Best brand initiative

This category could be appropriate for brand relaunch/refresh activity, repositioning or general brand awareness work. If the campaign was designed to communicate a change in the branding or positioning, the submission must explain why this change was undertaken and what the activity was designed to achieve. If the campaign was focused around general brand awareness, the submission must explain why it was felt necessary. Measurement techniques must be explained in detail, together with an explanation of pre- and post-campaign brand awareness/strength.

Category 22: Best product launch campaign

Activity designed to promote a new business product or service is the focus of this category. Submissions must outline the new product (explaining USPs, positioning and relevance to the target audience), rationalise media selection and illustrate success achieved against objectives.

Category 23: Best lead generation or nurturing campaign

Activity designed to generate or identify new business prospects, or to nurture existing prospects towards conversion, is the focus of this category. Submissions must detail the processes (either manual or automated) or techniques that were used to create and quantify the leads, and (where appropriate) how technology was used to enable the process. The role of content marketing and third-party data providers or media organisations must be outlined, and the nature of collaboration with sales must also be specified, particularly for campaigns/programmes focused on lead nurturing.

Category 24: Best customer engagement initiative

This category reflects activities designed to create and/or nurture emotional connections with prospects and customers, with a view of ultimately driving conversion, loyalty, advocacy or repeat purchase, but not necessarily directly as a result of this campaign or in immediate terms. Submissions must explain the objectives that engagement was designed to deliver, and how the communication strategy worked towards achieving that objective, plus metrics and KPIs.

“The B2B Awards is a great way to showcase all of the hard work you and your clients have put in to your best campaigns. It provides a great opportunity for brand exposure. And the awards night itself is always a top quality bash!”

Simon Moreish, director, Moreish Marketing

E. Practitioner, supplier and agency

Categories 25-29 are not related to individual marketing campaigns, and will be judged against more specific criteria. The following information should assist in compiling submissions for these categories.

Category 25: B2B marketing team of the year

This category is only open to client-side marketing teams. The focus of this category is to recognise a group of B2B marketers that have pulled together to meet its objectives and challenges for the year, and which truly demonstrates the whole is greater than the sum of the parts. Marketing teams of any size or configuration are eligible, from a minimum of three individuals working within a marketing function, all the way up to the blue-chip corporates with large inhouse teams. Virtual teams including freelancers and agency staffers may be included although the submission will have to demonstrate how individuals genuinely acted as a cohesive unit. Submissions must include details of the following: list individual team members (including roles, key skills and responsibilities), key objectives faced for the year and how these were achieved, other challenges faced along the way, examples of co-operation and team work, testimonials from team leaders or marketing directors.

Category 26: B2B marketer of the year

This category recognises excellent delivery or management of marketing activity or programmes by inhouse marketers, and how one individual has gone over and above expectations in ensuring their campaign(s) was/were effective for their brand and resonant for their audience. Submissions should demonstrate the individual's excellence at all stages of campaign planning, delivery and management, and how they both fought and embraced unexpected opportunities.

Category 27: B2B PR agency of the year

Submissions for this category must relate to an agency for whom public or media relations are either a primary or exclusive part of the offering to clients, and to how the agency describes itself. This could be in tandem with other related services and offerings including content creation and social media etc. At the

very least the agency must make PR a core and prominent part of its offering. Submissions must include information on client wins, achieving client objectives, client satisfaction/loyalty, staff satisfaction/loyalty and profitability. Other achievements, such as standards attained or community work conducted, could also be included. Testimonials from at least three clients will be required, explaining the projects that were delivered and objectives achieved. Submissions should, where relevant, also explain how the agency works in co-operation with client-side marketing teams and other marketing agencies as part of integrated campaigns or to meet broad organisational objectives.

Category 28: B2B marketing communications agency of the year

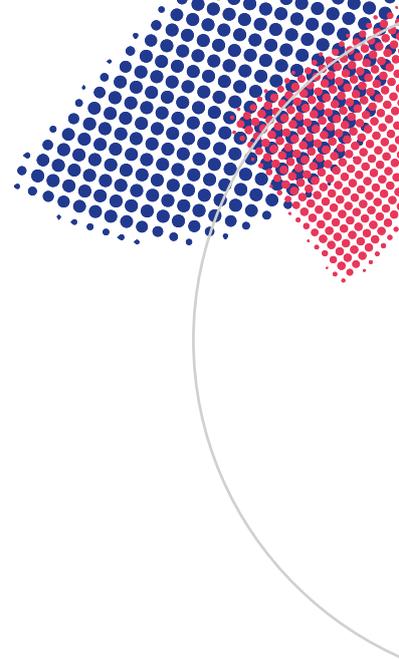
This category recognises the marketing agency that demonstrated a consistently excellent approach to all aspects of business specifically during the qualifying period. Submissions must include information on client wins, achieving client objectives, client satisfaction/loyalty, staff satisfaction/loyalty and profitability. Other achievements such as expansion and development of new areas of expertise will also be considered. At least three client testimonials must be included.

Category 29: Grand Prix – Campaign of the year

There will be an overall campaign of the year award, this category cannot be entered directly. It will be drawn from the top-performing entries from categories 1–24.

“Winning a prestigious B2B Marketing Award has made our whole team very happy. It’s great to know that a project you’ve been working on for such a long time, that you’ve put your heart and soul into, is appreciated by the world’s greatest experts in B2B marketing.”

**Dominik Fajbusiewicz, member of the board,
Idea Bank**



Section 4

Compiling your entries

This section includes information on how to compile your entries. The following points must be considered and completed for all categories:

4.1 Details tab

Using our online platform you'll be asked to complete the following information:

- › Entry name (if shortlisted, this will be the name published)
- › Category group
- › Category number
- › Name and company submitting
- › Name of company/agency submission is for
- › Country.

4.2 Criteria tab

After completing the details tab you'll move on to the criteria tab where you'll begin to compile your entry in line with category guidelines.

4.3 Summary

All entries must begin with a 200-word summary, précising the main points and explaining succinctly why it should win in this category.

This summary should not be considered as part of the main body copy of the submission; therefore the 200 words should not be subtracted from the 1000 words allocated to the main body copy.

4.4 Structure

The body of each written submission must be no more than 1000 words in length when complete and be separate from the 200-word summary. Pictures, captions and headlines need not form part of the overall word count. Supplementary material that explains some of the more complex elements of the campaign may be included as an appendix, but this is not recommended. Wherever possible, applicants should ensure that all relevant information is included in the main submissions section and the 1000-word allocation.

Requirements for categories 1–24 are slightly different from the remaining categories, because they relate to specific marketing campaigns. Submissions for each of these categories must include information on the following as part of the total word count:

- › The client company and products/services offered
- › Strategy – broader business objectives and how this activity relates
- › Objectives of the campaign
- › The target audience
- › Media or channels used
- › Timescales of the campaign
- › Budgets
- › Results – in whatever form is available
- › Client or senior management testimonial
- › List of supporting material supplied (if any).

Certain criteria will take precedence in particular categories where appropriate; for example creativity will be emphasised in category 5: Best use of creative.

Note: *Results in particular are essential – failure to include information on targets, measurement, ROI calculations and results is likely to detrimentally affect the judges' view of the entry.*

4.5 Style

It's suggested that the submission explains the facts associated with the campaign in simple and straightforward terms, rather than using creative copywriting in an attempt to enhance appeal.

4.6 Attachments and supporting material

It's highly recommended that submissions include imagery. You should upload all images related to your entry as attachments before finalising your submission. Please note a maximum of 10 files (maximum 10MB per file) can be uploaded per submission for each category.

To make it easy for the judges to see what goes together, caption all your images and reference them to your main text.

You are also required to upload a file version of your A2 presentation board as part of your submission.

Presentation boards are to incorporate imagery or communications material relating to the campaign to better illustrate campaign creative. If shortlisted, you will be required to send in a hard copy of your presentation board with your submission.

Note: Boards of winning campaigns may be showcased at the awards ceremony, at other B2B Marketing events and online. You may wish to consider this when compiling your entries.

- ▶ A maximum of two boards per entry in each category is allowed.
- ▶ Boards must be A2 size. Foamex is preferred.
- ▶ Please format your boards using the [B2B board template](#), listed on our website. Please email events@b2bmarketing.net if you have any questions.
- ▶ It's essential that each board is clearly labelled with the following information on the front: campaign name, category number, client name and agency name.
- ▶ If one campaign is entered in multiple categories, the same board(s) can be reused, but must be labelled clearly to indicate this.
- ▶ High-resolution digital versions of presentation boards must be supplied along with digital submissions.

Note: None of the material supplied to support entries will be returned.

Hard copies of supporting materials will need to be sent if your entry is shortlisted for final round judging.

- (i) Direct mail packs or other campaign material such as promotional merchandise can be supplied to support the entry.
- (ii) Video clips must be no more than five minutes in length and supplied as a URL in the text of the awards submissions. Videos can also be uploaded as attachments if necessary. Provide website URLs to the publicly accessible campaign or active URL of a landing page. Please ensure any applicable usernames and passwords are provided and active.

4.7 Confidentiality

Please note that by submitting this application you give B2B Marketing the rights to use your submission as a case study either at our events or on our website in order to showcase some of the best work across the industry. We appreciate that certain information supplied in these entries may be confidential, so please highlight any confidential information clearly to ensure it is not shared or published. Also send an email to events@b2bmarketing.net detailing the submission name, category and what part of your submission is confidential.

4.8 Print and digital versions of submissions

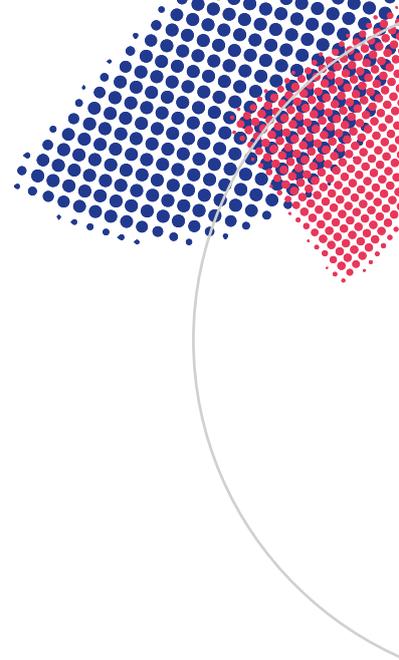
If your submission is shortlisted, a print version of all material submitted online must be supplied for the entry to be valid. You will have from the date the shortlist is announced, (8 August) until 2 September to submit your print version to the B2B Marketing Awards head office. Please address to: B2B Marketing Awards, Clover House, Fifth floor, 147-149 Farringdon Road, London, EC1R 3HN.

4.9 Payment

Refer to section 2.2 (p4).

4.10 Receipt of entries

You will receive a receipt and confirmation of payment for entries via email once payment has been processed.



FAQs

Who can enter these Awards?

Anyone – as long as the activity, company or individual involved in the submission relates to or is involved in B2B marketing. We also accept submissions from international companies.

Why should I enter these awards?

Whether you're an agency or a client-side marketer, winning a B2B Marketing Award doesn't just give you something to boast about – it will be a key weapon in your armoury and, most importantly, justify marketing's role in your organisation.

What is the period of eligibility for the awards?

For 2019 entries, at least part of the campaign you're entering must have taken place between 1 April 2018 and 30 April 2019.

What is the word count?

200 for the summary, 1000 for the remainder of the submission.

Can I add attachments?

Yes, you can add 10 attachments (10MB each).

I've designed a creative version of my submission; can I add this as an attachment?

Yes, however you will need to ensure you complete the online fields of the submission form.

When do I send in my hard copies?

You will only send in a hard copy of your submission if you are shortlisted. The shortlist will be announced on 8 August. You will need to have sent in a hard copy by 2 September:

- › Submission
- › Attachments
- › A2 presentation board (on Foamex)

Will I have to present in front of the judges during the face-to-face judging round?

No. Only if you have entered category 27: B2B PR agency of the year or category 28: B2B marketing communications agency of the year.

What are the deadlines for submitting my digital version?

The digital version of your submission (including attachments, and digital version of A2 board) needs to be submitted online by COP 29 May or a late entry fee will apply. Deadlines are:

- › Submissions run from 1 May – 29 May
- › Late entries run from 30 May – 12 June

How can I be sure about the integrity of these awards?

The judging process for the awards is entirely independent of the organisers and is chaired by an independent chairman with judges from leading B2B organisations, the majority of whom are client-side marketers.

How do I enter the awards?

Navigate to our awards website and click 'start my submission'. Please refer to the guidelines sections 1 and 4, which details everything about putting together your entries. Entries open on 1 May 2019 and you can compile your entry or entries through our dedicated online awards platform. You must complete your entry or entries by 29 May. The absolute latest you can enter, is COP 12 June 2019, however a late fee will apply.

How hard is it to prepare an entry?

Entering our awards is a simple and straight-forward process. You can create a free account on the awards platform, where you can view the sections required for each submission you are interested in. You can save any submissions in progress and return to it anytime.

Can I edit my entry?

Yes, you can edit your entry up until your chosen deadline. Please note, if you have submitted before the early deadline, you can edit your submission until the late deadline, but this will incur the late submission fee.

What should my entries include?

All entries must follow the necessary category-specific entry criteria online, and you should include any supporting documents, such as presentation boards, alongside this while submitting your entry. Please ensure all your entries are clearly attributed to the correct category, complete with contact details and all the information you wish to be displayed.

What are your policies on confidentiality?

B2B Marketing will publish a selection of winning entries as case studies in order to showcase the best of industry campaigns. Any information that is commercially sensitive should be clearly marked 'judges' eyes only' on your hard copy, and an email should be sent to events@b2bmarketing.net. This will ensure that the

entry will not be published anywhere. Please keep in mind details of ROI and budget should be provided. The more information you supply, the better the judges will be able to assess your entry.

How much does it cost to enter?

- › £250+VAT per submission (B2B Marketing Premium member is £215+VAT).
- › £315 +VAT per late entry for all submissions arriving 30 May–12 June.

Can I enter the same project into more than one category?

Yes, but an entry fee for each submission will apply and must be paid for each category entered.

When is the payment deadline for entries?

Payment can be made either by invoice or credit card online when submitting your entry. Failure to make the payment will result in your entry being disqualified.

When will the shortlist be announced?

The shortlist will be announced 8 August 2019.

When and where are the B2B Marketing Awards taking place this year?

The B2B Marketing Awards 2019 will take place on 28 November at Exhibition in London, near Shepherd's Bush. Check out the gallery from last year's awards to get a better idea of what the evening involves.

If you have any enquiries please call +44 (0) 20 7014 4920 or email events@b2bmarketing.net.



Insight · Development · Training · Events

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