

2025 GLOBAL ACE AWARDS CATEGORIES

CREATIVE AGENCY OF THE YEAR

This honor recognizes the B2B agency that has truly raised the bar over the past year. Through groundbreaking ideas, bold campaigns, and exceptional storytelling, this agency has delivered remarkable results and left an indelible mark on the industry.

IN-HOUSE AGENCY OF THE YEAR

Celebrating the creative and strategic prowess of internal marketing teams, this award recognizes in-house creatives that deliver imaginative, impactful campaigns while championing their brand's vision and values.

INTEGRATED MARKETING CAMPAIGNS

These campaigns weave together multiple channels and tactics into a cohesive and compelling story, creating a compelling experience for audiences and delivering impact for the brand.

- **\$2 Million Budget and Over:** Budget includes agency services, media and production.
- **\$750,000-\$2 Million Budget:** Budget includes agency services, media and production.
- **Under \$750,000 Budget:** Budget includes agency services, media and production.

AI/DIGITAL/TECHNOLOGY POWERED EXPERIENCES

This category highlights innovative campaigns driven by artificial intelligence, cutting-edge digital strategies or emerging technologies, creating immersive experiences that reimagine what's possible in B2B marketing (and beyond!)

ACCOUNT-BASED MARKETING (ABM) CAMPAIGNS

This award recognizes personalized campaigns crafted to engage specific accounts with tailored messaging and creative approaches, forging strong connections and demonstrating a clear understanding of client needs.

AGENCY PROMOTION

This category is for you, the agency, celebrating campaigns designed to showcase an agency's unique personality, creativity, and expertise. This category honors inventive efforts that elevate the agency brand and attract new opportunities.

B2B RISING STARS

This award shines a spotlight on emerging leaders in B2B creativity. These talented professionals with 5 years or fewer of B2B experience are pushing boundaries, inspiring teams, and redefining creativity within the industry. Support this entry with representative work from the past year that demonstrates your nominee's creative impact.

B2B2C CAMPAIGNS

Here we recognize campaigns that successfully bridge B2B and B2C marketing, delivering creative work that resonates with businesses and end consumers alike while seamlessly aligning brand values.

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BEST CAMPAIGN THAT NEVER RAN

Sometimes the most creative ideas end up on the cutting room floor. Submit your brilliant ideas that didn't make it to market. Whether bold, inventive, or provocative, these concepts showcase extraordinary creativity and innovative thinking.

BRAND LAUNCH

This award honors exceptional creativity in the introduction (or re-introduction) of a brand or product to the market, with work that captivates audiences and establishes a strong, lasting impression.

BRAND TO DEMAND CAMPAIGN *(New!)*

This category is for the connected, full-funnel campaigns and experiences that unify brand and demand. From brand-level efforts to content, demand and lead gen, show us how your work was bound by a red thread that enhanced marketing effectiveness in creative and business-driving ways.

BRAND IDENTITY

This category recognizes the creative and strategic work that shapes a brand's visual and emotional essence. From distinctive logos that encapsulate a brand's core to comprehensive design systems that ensure consistency across every touchpoint, this award celebrates the craft and innovation behind unforgettable brand expressions.

- **Logo Design:** Celebrating logos that distill brand essence into simple, memorable, and visually striking marks.
- **Design System:** Honoring comprehensive systems that bring brands to life consistently and creatively across every touchpoint.

BROADCAST ADVERTISING

This category celebrates outstanding creativity in broadcast campaigns, showcasing the power of television, radio and streaming media to deliver memorable, brand-defining stories.

- **Radio or Podcast (Single Spot & Campaign):** Enter your best spot or multi-spot campaign created for radio, podcasts or audio channels.
- **Video (Single Spot & Campaign):** Enter your best spot or multi-spot campaign created for TV, CTV, streaming or digital on-demand platforms.

CHALLENGER BRAND

Recognizing brands that shake up their industries with bold ideas, unconventional strategies, and fearless creativity, this award celebrates the daring spirit of challengers who refuse to follow the status quo and often accomplish a lot with fewer resources than their bigger competitors.

CONTENT MARKETING

This category celebrates the art and strategy of delivering valuable, relevant content that resonates with B2B audiences. From single standout pieces that inform or inspire to cohesive multi-piece programs, this award honors campaigns that showcase creativity, storytelling, and a deep understanding of audience needs and interests.

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- **Individual Piece:** Enter your best content marketing piece. All formats accepted.
- **Multiple Piece:** Enter your best multi-piece content marketing program.

CREATIVE EFFECTIVENESS *(New!)*

Enter your campaigns that achieve exceptional results through innovative creativity, demonstrating a clear and measurable impact on business goals, audience engagement, or societal change.

THE CRAFT CATEGORIES

Honoring the artistry behind exceptional creative execution, this category includes:

- **Art Direction:** For visual expression including concept and execution, regardless of form or function. Submit three pieces of work to be considered.
- **Copywriting:** Persuasive, insightful, moving, hilarious. Submit three pieces of work to be considered.
- **Photography/Illustration:** Brilliant original images that enliven brand, campaign or digital initiatives. Submit three pieces of work to be considered.

DEMAND GENERATION CAMPAIGNS

Highlighting campaigns designed to captivate and connect with target audiences, this category recognizes efforts that inspire action and engagement. Whether product, solution or issue-driven, enter your most creatively effective single or multi-channel campaigns for jury consideration.

DIGITAL CAMPAIGN

Celebrating imaginative and impactful campaigns crafted for digital platforms, this award honors work that leverages online environments to deliver unique brand experiences. This includes: banners, video, rich media, page takeovers and other formats, single or multiple executions.

DIRECT MAIL

Recognizing tangible, creatively crafted campaigns that engage audiences in meaningful ways through the power of print and tactile design.

EMOTION IN ACTION

This award celebrates campaigns that connect with audiences on a deeply emotional level, sparking empathy, joy, or inspiration. This category is for everything from the heartfelt to the hilarious. If your work strikes a powerful emotional chord, enter it here. Any form or format that connects on this deeper human-to-human level.

EVENT/TRADE SHOW MARKETING:

This category honors exceptional marketing efforts that bring brands to life through immersive event experiences. From captivating booth designs and on-site activations to innovative virtual and live event strategies, this award celebrates creativity and execution that engage attendees, foster connections, and leave a lasting impression.

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- **Booth Design/Experience/Campaign:** Honoring immersive booth designs and experiences that captivate attendees.
- **Live and Virtual Events:** Recognizing standout live or digital event activations that engage and inspire – for external and/or internal audiences.

INFLUENCER CAMPAIGN (New!)

This award recognizes outstanding collaborations with B2B influencers that authentically connect with audiences, leveraging creativity and strategic partnerships to drive meaningful engagement and amplify brand messaging.

INTERNAL ACTIVATION

Enter your best campaigns or initiatives for launching, promoting or enhancing a brand and campaigns among employees. This category includes everything from sales kick-offs to brand campaign launches and employee engagement programs.

MOST CREATIVE USE OF MEDIA (New!)

This category honors innovative campaigns that strategically reimagine media platforms, channels, or formats to deliver unforgettable brand experiences, pushing the boundaries of traditional media engagement.

OUT OF HOME

Celebrating bold, impactful advertising campaigns that captivate audiences in outdoor and public spaces through stunning visuals and storytelling.

PRINT ADVERTISING

Recognizing outstanding creative work in print media, this category highlights campaigns that capture attention and imagination. Entries may include a single print execution or a campaign featuring several executions.

PRO BONO CAMPAIGN

This award honors campaigns that are provided at no cost that use creativity to make a positive impact, advancing social causes or community initiatives.

SALES ENABLEMENT

Recognizing tools and campaigns that empower sales teams to better connect with clients, communicate value, and close deals.

SOCIAL MEDIA CAMPAIGN

Honoring imaginative campaigns that engage audiences across social platforms through creative content, interaction, and storytelling. This can be on any social platform or several – LinkedIn, X, Facebook, Instagram, TikTok, Reddit, etc.

SOCIAL IMPACT CAMPAIGN

Celebrating initiatives that inspire positive change by combining brand vision with social responsibility and creativity. This can include campaigns that promote sustainability, environmental/climate responsibility, social justice, and diversity/equity/inclusion/belonging (DEIB).

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VIDEO

This category celebrates the power of video storytelling in B2B marketing. From concise, impactful short-form pieces to rich, thematic long-form content, this award honors videos that captivate audiences, convey compelling narratives, and creatively bring brand messages to life across platforms.

- **Short-Form:** Up to ~2 minutes (don't worry, we won't hold you to the second!).
Explainer videos. Educational videos. Corporate videos. Campaign-related videos.
- **Longer-Form:** Thought leadership videos. Documentary style videos. Videos that are richer and deeper in terms of themes and contents.

WEBSITES

This award honors exceptional digital design and functionality that combine creativity and usability to engage and inform audiences effectively. Entries may include websites, microsites, content hubs, or other web-based experiences.

BEST IN SHOW AWARD

This prestigious category recognizes the single most exceptional piece of work from all entries. Selected by the jury, this award celebrates a campaign or project that exemplifies unparalleled creativity, craftsmanship, and impact, standing as the ultimate representation of excellence in B2B marketing.