

The **Awards**

2025

Contents



Welcome

Message from our General Manager

Benefits

How entering the IPM Awards can benefit your business

Eligibility

Key eligibility criteria for entry into the awards

Judging Criteria

Understand how each campaign is scored to help draft your entries

Categories

Take a look at the categories for this years IPM Awards

Special Awards

Rewarding outstanding, consistent performance

How to Enter and Key Dates

Information, pricing and key dates for entering the IPM Awards

Welcome

The IPM is delighted to open entries for The Awards 2025! After another remarkable year of creativity, innovation, and impact in promotional marketing, we are excited to come together once again to honour the best in our industry.

The IPM Awards have long been the benchmark for excellence, recognising campaigns that push boundaries, captivate audiences, and deliver measurable results. Our winners exemplify the very best in promotional marketing, setting new standards for success and inspiring the next generation of industry leaders.

As we open the doors to this year's awards, we invite you to be part of this incredible journey. Why enter? Because your work deserves to be acknowledged, celebrated, and remembered. The IPM Awards provide a prestigious platform to showcase achievements, gain industry-wide recognition, and connect with the brightest minds in the field.

This is your chance to highlight your team's creativity, demonstrate the impact of your campaigns, and stand out in a competitive landscape. Whether you are an industry veteran or a rising star, the IPM Awards 2025 are your opportunity to shine and inspire.

Join us in celebrating the very essence of promotional marketing—where ingenuity, passion, and dedication come to life.

Best of luck to all entrants—may your campaigns leave a lasting impact!



The Benefits

Celebrate your creativity, showcase your success, and gain industry recognition by entering the IPM Awards. As the gold standard for excellence in promotional marketing, winning an IPM Award not only sets you apart from the competition but also highlights the impact of your campaigns. Don't miss the opportunity to elevate your brand, inspire your team, and have your work celebrated by industry leaders.



David Pearson, CEO at SPARK agency:

"The IPM Awards are one of the few occasions where campaigns are judged on both effectiveness and creativity. The awards give a brilliant opportunity for promotions with smaller budgets to be judged on an equal footing with higher-profile (and higher-cost) peers. Promotional Marketing has become such a broad term it's always interesting to be able to compare the effectiveness of campaigns across different disciplines too, from social to on-pack and experiential to reward. At SPARK we think that the IPM Awards represent perhaps the fairest and most unpredictable awards in marketing"



Catherine Shuttleworth, Founder – Savvy Marketing:

"The IPM Awards are the absolute pinnacle of sharing across the industry, the very best in promotions across the UK. Its a really fantastic moment in the year to take a breadth and congratulate ourselves and the brands that we work with on a job really well done"

Did you know... Winners of Gold, Silver or Bronze at the IPM Awards, are eligible to enter the notable **IMPACT** awards from the European Association of Communications Agencies (EACA).

"The Awards organised by EACA and the IMPACT Council are open to national award winners from the 6 member countries of the IMPACT Council: Czech Republic, Greece, Ireland, Italy, Spain and the United Kingdom. This is an exciting opportunity for winning campaigns to be recognised on the European stage."



Eligibility

To enter this year's Awards, your work needs to:

- Drive a specific, demonstrable human behaviour. This means getting someone to buy, try, share, play, collect, visit, download, create, recommend, trade, donate.
- Be an experience, incentive or interaction used to influence that behaviour.
- Be a campaign that has measurable results.
- Be delivered in market from 01 January 2024 to 31 January 2025. It doesn't need to have been created in this period – simply that it ran during this period.
- Be signed off by the brand owner.
- Have run in the UK. However, if you have run a campaign outside of the UK, you can still enter, provided it was created or managed by a UK-based agency or marketing services provider.
- Be compliant with the CAP Code. Each campaign will be vetted by our Legal Team.

View our full Terms & Conditions [here](#).



Categories

Our categories showcase the best range of promotional marketing activity across a variety of sectors.

Reflecting our values to Protect, Promote and Progress along with the core disciplines of our community groups, the award classifications offer a diverse representation of talent, opportunities to demonstrate creativity, outstanding results and more chances to win a coveted IPM Award.

- A. Sectors**
- B. Experiential**
- C. Retail/Shopper**
- D. Incentive, Prize, Loyalty**
- E. Promotional Marketing Services**
- F. Brand Partnerships**
- G. Techniques and Objectives**
- H. Special Awards**



A group of people, including men and women, are standing on a stage holding trophies. They are smiling and appear to be celebrating. The background features logos for 'The Awards 2024' and 'ipm'.

Sectors

Are you ready to showcase your promotional marketing brilliance? Enter your campaigns into our Sector Categories and stand a chance to win a coveted IPM Award!

Highlighting the diverse sectors within the promotional marketing landscape, these categories celebrate excellence and innovation across various industries.

If you've entered your campaign into one of our more specific categories, why not submit it to the Sector Categories as well, doubling your chances of securing an IPM Award. It's an opportunity to gain further recognition for your outstanding work and demonstrate your versatility across different sectors.

Alcohol Beverage

Promotional marketing campaigns created for any alcoholic beverage product or brand.

Non-Alcoholic Beverage

Promotional marketing campaigns created for any beverage product organisation. This can be non or low-alcohol or soft beverage categories.

Food

Promotional marketing campaigns created for food product, brand or service.



Sectors

Entertainment & Sport

Promotional marketing campaigns created for any entertainment or sports, this can relate to TV, Film, Sports Clubs, Brands or Organisations.

Household Products and Services

Promotional marketing campaigns created for any household products or services, this can include consumer durables, vehicles, subscription services and utilities.

Healthcare, Beauty & Fashion

Promotional marketing campaigns created for healthcare products and services, beauty brands and fashion brands, retailers and services.

Retail & e-commerce

Promotional marketing campaigns created for any retail and/or e-commerce brand or service.

Travel, Leisure and Tourism

Promotional marketing campaigns created for travel brands or services, leisure facilities, providers or brands and tourism providers and organisations.

Experiential

Experiential marketing brings brands and consumers together, giving an unprecedented opportunity for audiences to experience brands directly, recognising the best delivery of experiential campaigns across a variety of environments.

Best brand experience at or near point of purchase

This award celebrates campaigns that create memorable brand experiences right where it counts – at or near the point of purchase. Whether through in-store activations, digital engagement, or compelling promotional materials, we honour initiatives that captivate consumers and drive brand affinity at this crucial moment.

Best brand experience in non-retail public space, event or festival

Celebrating incredible campaigns that create exceptional brand experiences in public spaces, events, festivals or road-shows. Whether through immersive installations, interactive exhibits, or engaging activations, this category recognises initiatives that effectively connect with audiences outside traditional retail settings.

Best creative and innovative experience

This award highlights experiential marketing campaigns that brilliantly showcase storytelling and magic. Celebrating creativity and innovation, this category recognises campaigns that captivate audiences, leaving a lasting impression by delivering truly compelling brand experiences.

Best sampling activation

This coveted accolade celebrates excellence in experiential marketing with a focus on sampling activations. Recognising campaigns that effectively engage audiences through immersive sampling experiences, this award honours creativity, innovation, and impact. From tantalising taste tests to memorable product demonstrations, nominees showcase outstanding execution in bringing brands to life through hands-on interactions.

Retail/Shopper

A core foundation within promotional marketing, this category recognises excellence across retail and shopper.

Focusing on campaigns relating to on-pack promotion or driving effectiveness and sales via e-commerce.

Best creative shopper activation

This award celebrates the most impactful and innovative shopper activation campaign that resonates with consumers, drives engagement, and delivers tangible results. Demonstrate exceptional creativity, strategic planning, and execution, influencing consumer behaviour at the point of purchase. From immersive in-store experiences to digital activations, they employ cutting-edge tactics, understanding consumer insights to create memorable interactions. The recipient embodies excellence in shopper activation, driving sales, fostering brand loyalty, and inspiring consumer advocacy.

Best shopper promotion in, on or with pack

This category celebrates innovative marketing initiatives that creatively engage consumers through promotions directly linked to product packaging. Recognising campaigns that effectively utilise packaging to boost brand visibility, drive sales, and foster consumer loyalty, this award honours strategic thinking, innovation, and measurable impact. From on-pack contests to in-pack surprises, this accolade highlights campaigns that leverage packaging as a powerful tool for consumer engagement and promotion.

Incentive, Prize & Loyalty

Celebrating the unique, exciting and innovative execution of incentive, prize and loyalty campaigns.

Engaging industry data and attracting actionable responses from consumers through outstanding campaigns.

Best incentive and/or prize promotion

This prestigious accolade celebrates campaigns that excel in offering compelling incentives or prizes to drive engagement and achieve desired outcomes. Recognising creativity, effectiveness, and measurable impact, this award honours initiatives that effectively motivate audiences to take action. From enticing rewards to innovative prize structures, nominees showcase excellence in designing promotions that captivate and inspire.

Best loyalty campaign

This coveted award celebrates campaigns that excel in fostering long-term customer loyalty. Recognising creativity, effectiveness, and measurable impact, this award honours initiatives that successfully engage and retain loyal customers. From innovative rewards programs to personalised experiences, nominees showcase excellence in building lasting relationships and driving repeat business.

Best management of incentive, prize and/or loyalty promotions

This category recognises excellence in the management of incentive, prize, or loyalty promotions, whether through an agency-led campaign, an in-house initiative, or an innovative platform solution. Entries should demonstrate how multiple factors—including logistics, regulation compliance, technology, and customer experience—were effectively managed to ensure campaign success.

Promotional Marketing Services

This category focuses on the meticulous delivery of promotional marketing services – including fixed fee solutions, staffing, POS management, fulfilment, data management, payment solutions and reporting. Celebrating cutting-edge service delivery that provide exceptional results.

Best promotional marketing management/service

This prestigious recognition celebrates outstanding service providers within the promotional marketing industry. Acknowledging excellence in fulfilment, couponing, online promotional services, reward platforms, and more, this award honours companies that consistently deliver exceptional solutions to elevate promotional campaigns. From seamless execution to innovative approaches, nominees showcase excellence in providing indispensable services that drive success for brands and businesses.

Best staffing and event support

This award recognises excellence in providing staffing and event support services that ensure seamless execution and outstanding experiences at live campaigns and events of all scales and types. Nominees in this category demonstrate exceptional proficiency in sourcing, training and deploying staff, as well as offering comprehensive event support solutions such as logistic management, stand build and sourcing that enhance the overall success of each occasion.

Brand Partnerships

Highlighting the power of partnership marketing in the contemporary activation mix. Seeking measurable excellence and demonstrations of innovative partnerships.

Best Brand Partnership (Duel or Multi-brand)

Celebrating exceptional collaborations between two or more brands, highlighting innovative partnerships that result in synergistic marketing initiatives. Whether it's a dual-brand collaboration or a multi-brand alliance, this award recognises campaigns that effectively leverage the strengths of each partner to create unique and impactful experiences for consumers.

Best Sponsorship Promotion/Activation

This prestigious accolade celebrates outstanding promotional activations and campaigns executed in collaboration with sponsorships. Recognising creativity, effectiveness, and measurable impact, this award honours initiatives that successfully leverage sponsorships to engage audiences, enhance brand visibility, and achieve marketing objectives.

Techniques & Objectives

The award-winning entries in these categories will demonstrate a clear focus on meeting business activation objectives requiring specific marketing techniques to meet or exceed the overall KPIs.

Best use of technology, Ai and/or digital channels

Recognising the compelling use of technology and digital channels for incredible campaigns. This award highlights creativity, effectiveness, and measurable impact, this award honours initiatives that leverage cutting-edge technology, AI and augmented reality and/or digital platforms to engage audiences, enhance brand visibility, and drive results.

Best use of data and insights

This prestigious accolade celebrates the exceptional utilisation of data and insights throughout the conceptualisation, delivery, or reporting of promotional marketing campaigns. Recognising the power of data-driven decision-making, this award honours campaigns that demonstrate innovative and impactful use of data and insights to drive strategic direction, enhance targeting precision, and optimise campaign performance.

Best use of social media and/or influencers

This distinguished category shines a spotlight on promotional marketing campaigns that leverage the power of social media and influencers to achieve remarkable success. Celebrating innovation and creativity, this award recognises campaigns that effectively harness the influence of social media platforms and influencers to drive impactful and engaging promotional initiatives.

Best Business-to-Business Campaign

This category celebrates outstanding B2B campaigns that have effectively engaged business audiences, driven measurable results, and demonstrated strategic creativity. Whether through digital, experiential, content-led, or multi-channel approaches, entries should showcase a deep understanding of the target market, compelling messaging, and innovative execution.

Best environmental/positive impact campaign

Have you spearheaded an extraordinary campaign that champions environmental causes or promotes positive social impact? This category celebrates activations, programs, and initiatives that go above and beyond to support meaningful causes and drive positive change. Whether advocating for environmental conservation, promoting sustainable practices, or supporting social causes, nominees showcase exceptional dedication to making a difference.

Best trial and/or acquisition campaign

This category celebrates campaigns with a primary objective focused on trial and/or the acquisition of new consumers, shoppers, or business customers. Whether for a new or existing product trial, entries should showcase the strategic approach used to attract new customers and provide compelling evidence demonstrating the achievement of acquisition targets. Results may include sales figures, market share data, or other forms of evidence highlighting successful outcomes.

Best new product launch

This category honours campaigns specifically designed to support the launch of a new product, whether it's a completely new offering or a substantially different variant of an existing product, such as a new flavour variant. Entrants must demonstrate measurable objectives and results, clearly outlining the consumer need and the unique challenges overcome during the launch activation.

Best integrated campaign

This award celebrates the pinnacle of campaign execution, recognising initiatives that flawlessly deliver a central message across multiple touch-points and disciplines to effectively engage audiences. From seamless coordination of traditional and digital marketing channels to strategic alignment of messaging across various platforms, nominees showcase excellence in integrating diverse tactics to achieve cohesive and impactful campaigns.

Best small-budget campaign

This category celebrates creativity, innovation, and successful delivery within small-budget campaigns. Recognising the strategic utilisation of diverse channels and methods to achieve key objectives, this award honours campaigns that demonstrate outstanding ingenuity and effectiveness despite limited resources.

Special Awards

Grand Prix

The ultimate award and one that demonstrates above all others the ability to think outside the box, push boundaries and execute great delivery whilst delivering genuine industry impact. All Gold Award winners are automatically nominated for the Grand Prix.

Agency of the Year

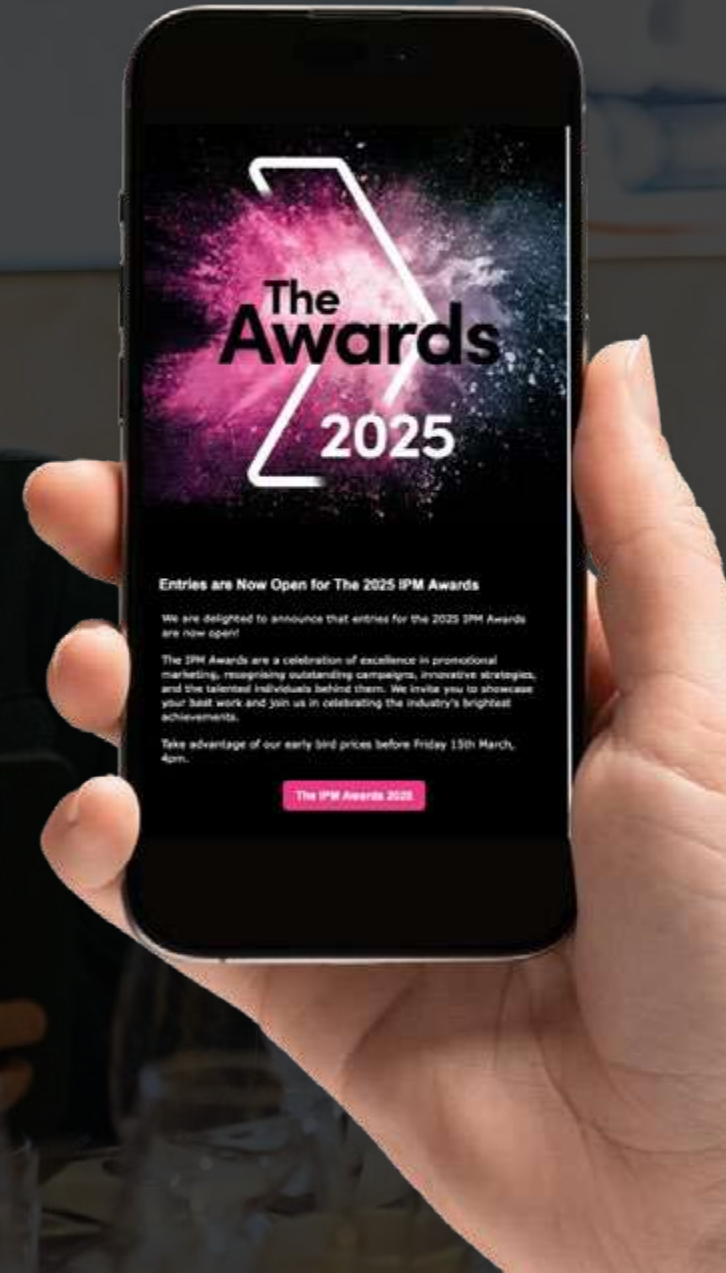
Who will be crowned agency of the year? This award is given to the agency that has won the most across all the categories. This prestigious and much sought-after award gives the winner the fantastic opportunity to say *“we are the number 1 agency”*.

How to Enter

1. Visit IPM Awards 2025 Entry Platform [here](#) to **register/sign in**.
2. Select the categories you wish to enter and submit your entries together with any supporting materials. Please follow the supporting instructions.
3. Any campaign that was live between 01 January 2024 to 31 January 2025 is eligible, entrants must ensure they have enough tangible evidence to support the entry.
4. Payment is due at the time of entry submission.

Entry Fees

	Member Price	Non-Member Price
Early Bird (Deadline 26th March, 4pm)	£345 + VAT	£415 + VAT
Standard (Deadline 30th April, 4pm)	£395 + VAT	£495 + VAT
Late Entry (Deadline 14th May, 4pm)	£455 + VAT	£555 + VAT
Volume Discount	Get 10% off all subsequent entries when you submit over 2 campaigns into the IPM Awards Offer available to both members and non members.	



Judging Criteria

This is your chance to showcase the very best of your promotional marketing work. Our panel of expert industry judges are ready to review your campaigns, looking for stand-out creativity, strategic thinking, and measurable results. We want to see how your work has captured attention, driven engagement, and delivered real impact.

STRATEGY & INSIGHT	THE CONCEPT	EXECUTION & DELIVERY	RESULTS & EFFECTIVENESS
Show us how your strategy was shaped by research and insights. Did it align with your audience, brand, and market conditions? And how did the budget influence your approach?	We're looking for fresh, innovative concepts that stand out. How did you use promotional mechanics like incentives, digital codes, or gamification to motivate your audience?	How well was your campaign brought to life? From digital to in-store, did your execution clearly communicate the brand and engage your target audience?	Most importantly, did your campaign deliver? Share your success with clear metrics, from participation rates to ROI, and show us the impact relative to your investment.



Top Tip

Tell a compelling story. Bring your campaign to life by telling a clear, engaging story that connects the strategy, creativity, and results. Highlight the challenges you faced, the innovative approach you took, and the measurable impact you delivered. Use data to back up your success, but make sure the narrative is easy to follow and demonstrates why your campaign deserves to win.

IPM Awards Event

The IPM Awards is the must-attend event for promotional marketing professionals—a time to celebrate your achievements, connect with industry peers, and gain well-deserved recognition.

Looking to elevate your presence on the night? From bespoke branding opportunities to tailored activations, our events team is here to help you leave a lasting impression.

Stay tuned for event ticket details, and if you're interested in sponsoring the awards, get in touch with us today!





The Awards 2025

For more information please contact:

awards@theipm.org.uk

www.theipm.org.uk

Our Sponsors

