

# The **Awards**

# 2026

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**Entries for the IPM Awards 2026 are now open.**

Promotional marketing has never stood still, and neither have the ideas behind it. Over the last year we've seen sharper strategy, braver creativity, and smarter mechanics across loyalty, incentives, experiential, partnerships and beyond, all designed to earn attention, drive action and prove value where it matters most.

The IPM Awards remain the industry's benchmark, recognising work that doesn't just look good, but performs. The campaigns that win are the ones that turn insight into behaviour change, bring brands closer to shoppers, and set a pace the rest of the sector can learn from.

So why enter in 2026? Because the work deserves a proper platform. Entering is your opportunity to put your campaign, your craft and your team in front of the people who understand what great looks like, and to be recognised alongside the organisations raising the bar for promotional marketing in the UK.

Whether you're returning with a track record or submitting for the first time, this is your moment to show how your thinking translated into impact, and how your activation landed in the real world.

**We can't wait to see what you've built. Good luck to every entrant.**



# 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.



**Clare James, CEO at N2O:**

"The IPM Awards are an important moment in the calendar for recognising the people, ideas and partnerships that make our industry so special. Having previously served as a Judging Chair, I've consistently been impressed by the exceptionally high quality of work submitted. At N2O, we're proud to enter campaigns that reflect the creativity, rigour and ambition of our teams and clients. The Awards allow us to celebrate success, share learnings, and continue raising the bar for experiential and promotional marketing."



**Michael Mann, Co-Foundry & Executive Creative Director – Brand Culture (2025 Grad Prix Winner):**

"Agencies work tirelessly all year to help their clients meet and exceed ambitious marketing objectives. Seeing your work deliver results in the real world, and earning positive client feedback, is always rewarding. Having that work recognised by the IPM and its expert judging panel adds a different, powerful layer of validation."

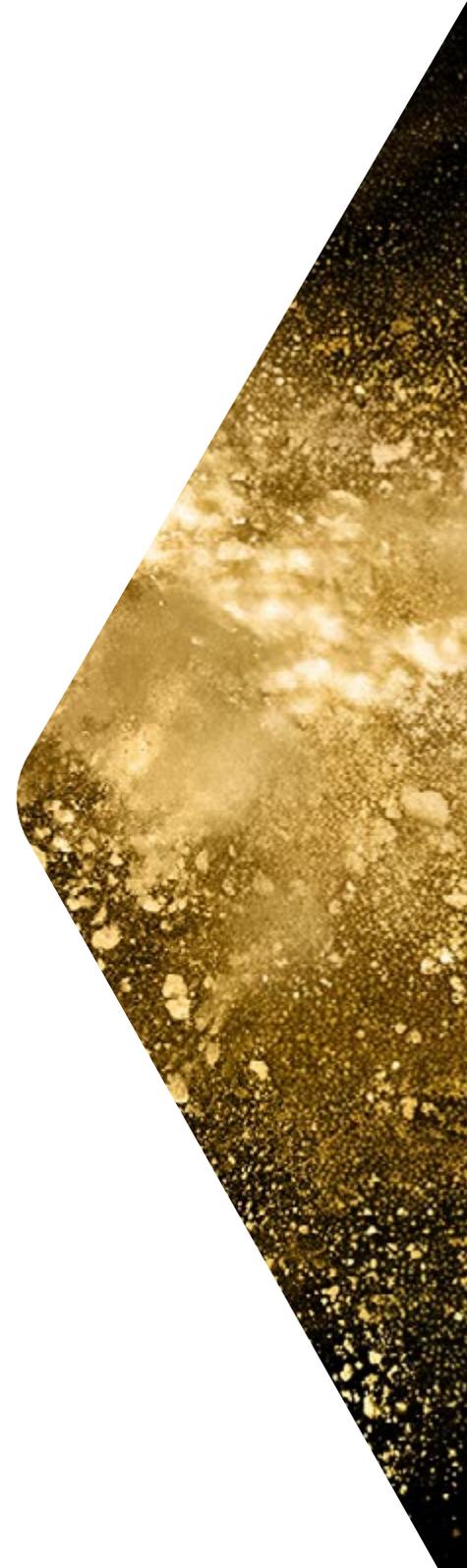
Winning the IPM Grand Prix for our Pringles x Super Mario campaign meant a great deal to Brand Culture. It gave us a moment to pause, celebrate our team's craft and commitment, and share that achievement with our wider network. It has also helped open meaningful conversations with new clients looking to create culturally relevant, effective work."

# 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 2025 to 31 January 2026. 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](#).

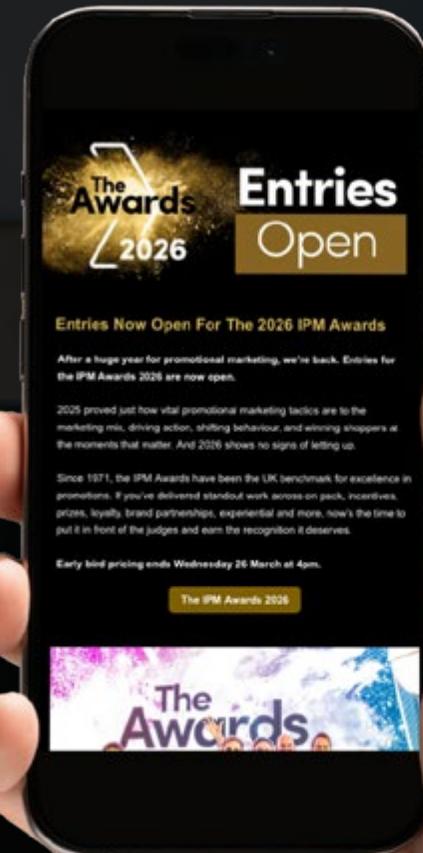


# Categories

**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**



# 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

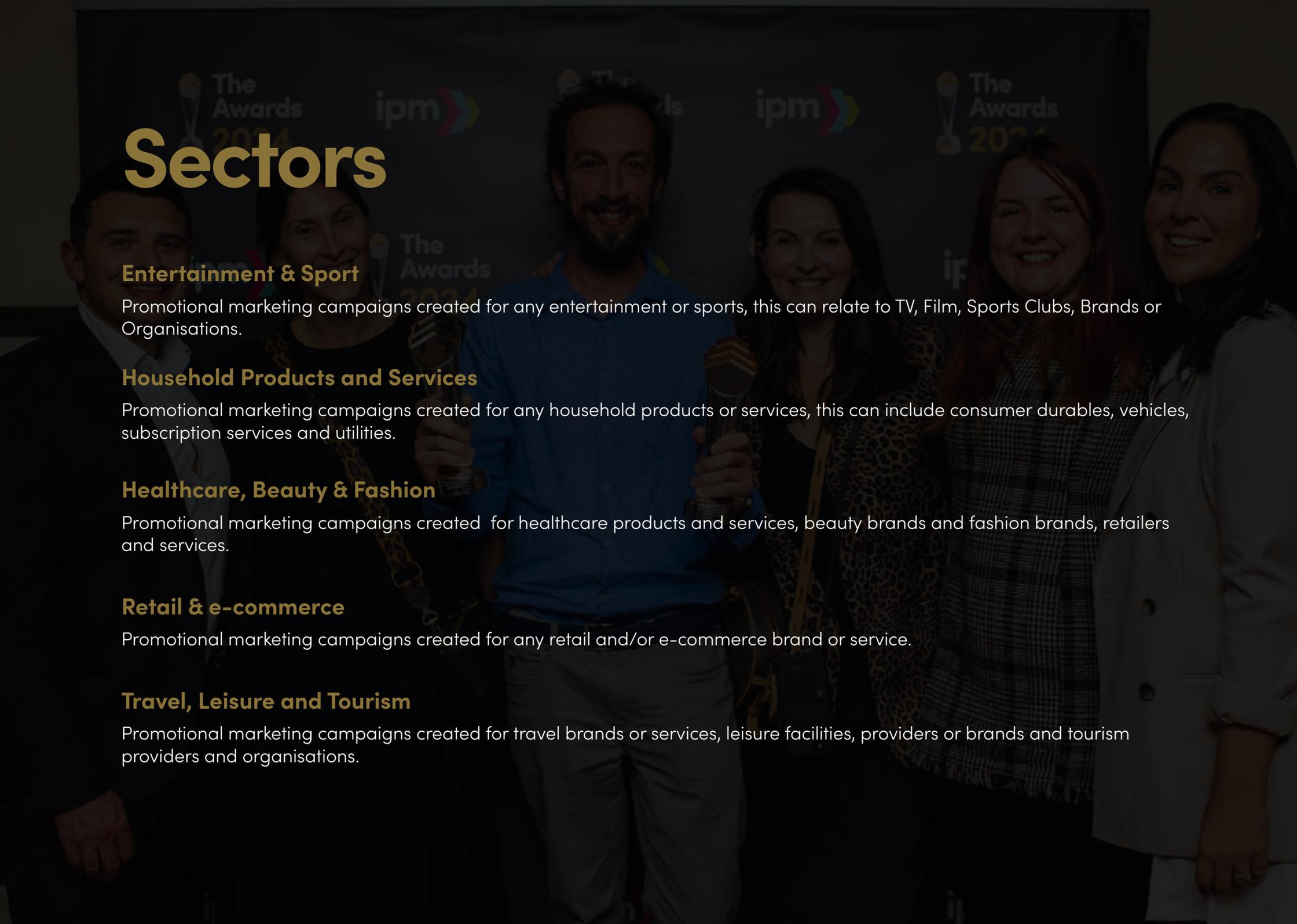
Promotional marketing campaigns created for any alcoholic beverage product or brand.

## 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

The background of the slide features a soft-focus photograph of three women smiling and laughing. They are surrounded by a shower of white and gold confetti, creating a celebratory atmosphere. The overall color palette is warm, with gold and white tones.

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 Partnership

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

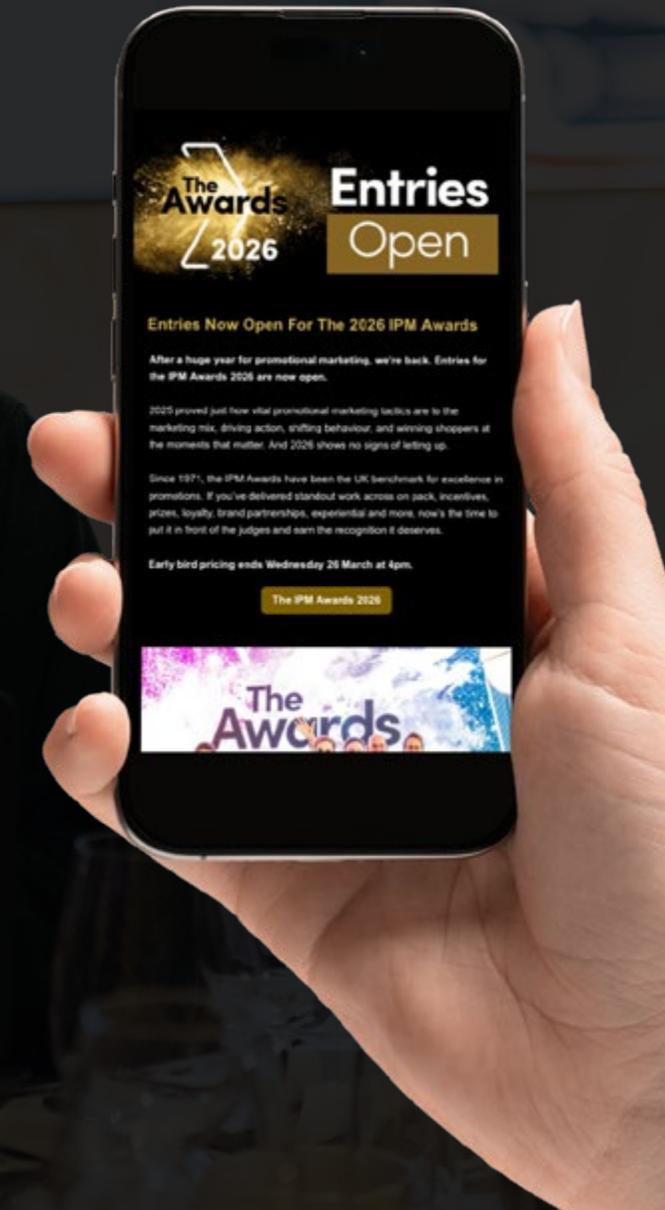
Who will be crowned agency of the year? This award is given to the agency that has won the most across all the categories. This prestigious and much sought-after award gives the winner the fantastic opportunity to say *“we are the number 1 agency”*.

# How to Enter

1. Visit IPM Awards 2026 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 2025 to 31 January 2026 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
<b>Early Bird</b> (Deadline 26th March, 4pm)	£350 + VAT	£420 + VAT
<b>Standard</b> (Deadline 30th April, 4pm)	£395 + VAT	£495 + VAT
<b>Late Entry</b> (Deadline 14th May, 4pm)	£460 + VAT	£560 + VAT
<b>Volume Discount</b>	<b>Get 10% off all subsequent entries when you submit over 2 campaigns into the IPM Awards</b> 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, utilise video and images to really bring your campaign to life** and wow the judges with the impact it deserves.

# 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.

## Sponsorship

Take advantage and put your company front and centre with our wide range of fantastic sponsorship options.

[Find Out More](#)





# The Awards

# 2026

**For more information on the awards or becoming a sponsor please contact:**

[awards@theipm.org.uk](mailto:awards@theipm.org.uk)

[www.theipm.org.uk](http://www.theipm.org.uk)

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