

Global Marketing Excellence Awards 2025

Submission Guidelines

Overview

Momentum ITSMA's Global Marketing Excellence Awards are designed to honor the marketing strategies, programs, and campaigns that have achieved excellence in driving business results with B2B services and solutions worldwide. Use these guidelines to produce your submission.

There are three award categories:

- Cross-Functional Organization Initiative
 - Client-Centric Transformation
- Best-in-Class Programs of the Year
 - Advancing Thought Leadership
 - Unlocking Partner Growth
 - Scaling ABM Strategies
 - Utilizing Customer Insights for Growth
 - Enabling Sales
 - Client Growth Program of the Year
- Exceptional Leaders of the Year
 - GTM Leader of the Year
 - Account-Based Marketer of the Year

It is highly recommended that you bookmark our submission guidelines for future reference. All submissions must be entered online and follow the outline below to present a compelling story of what was done, how it was done, and the business results. Submissions should include detail for each of the required sections. Judges will look especially for initiatives that represent true innovation for the industry, highly effective execution, and substantial, measurable business results.

Submission deadline

June 30, 2025

Enter your submission ([linked](#))

Please use Mozilla Firefox, Chrome, or Safari as a browser for best results. IE may cause problems.

Contents

- Cross-Functional Organization Initiative
- Best-in-Class Programs of the Year
- Exceptional Leaders of the Year

Non-disclosure

Momentum ITSMA will keep all information included in award submissions strictly confidential, and will not disclose any information from the submissions without formal authorization from the applicant.

Please note: Momentum ITSMA will not return any of the submission materials.

Submission guidelines by category

Submission guidelines for Cross-Functional Organization Initiative

The Client-Centric Transformation Award celebrates a company that can demonstrate strong cross-functional alignment, putting clients at the center of their growth strategies, strengthening reputation, accelerating revenue growth, and increasing market influence.

1. Submission overview (min 700 words, max 1,000 words)

Provide a summary of this initiative and how it impacted sales and marketing (and potentially other functions) working together to drive growth strategies that are client-centric, moving away from product-led efforts: situation, solution, learnings, and results.

Please note that this section should not contain any confidential information.

Should your initiative be selected as a winner, this section will be posted publicly.

Please ensure any sensitive information is highlighted so that we can remove it before publication.

2. Situation (max 300 words)

Describe the business trigger and/or opportunity that inspired the initiative. (Suggested prompts to address below.)

- What challenges and/or opportunities was the business or marketing facing?
- What occurred that called for the need to pivot away from product-centric to client-centric growth strategies?
- What was the market and competitive situation (if applicable)?
- How did you create the business case for change?
- How did you or your organization get buy-in and C-level sponsorship for the initiative?
- Outline the business conditions and environment that your organization faced while developing your initiative and gaining sponsorship to proceed with it.

3. Solution (max 1,500 words)

Outline the steps and approach you took to develop a strategy/plan, and how you executed it to drive the desired transformation. (Suggested prompts to address below.)

- Break down the different components (cross-functional alignment, functions involved, process, people/skills, tools, etc.) that had to be addressed.
- Detail the nature and scope of the solution/initiative, including your insight into the customer/market need.
- What best-practices have you used to guide you through this transformation?
- Describe your roadmap i.e. what you did, in what order, and why.
- What challenges and roadblocks did you face? How did sales and marketing (globally and at a regional level, if applicable) work together to overcome these challenges? Who did what? What changes did you drive?
- What resources were involved?
- In what ways is the solution innovative within your company and among competitors (if applicable)?

- Talk about the change management effort that was required to make this transformation a success.

4. Results (max 500 words)

Describe the business objectives and KPIs that are/were being used to measure what has been accomplished to date. (Suggested prompts to address below.)

- How did you measure both marketing and business success?
- What quantifiable results have you been able to document?
- What qualitative results can you add?
- Provide concrete data that documents the success of the initiative and demonstrates the appropriateness of the scorecard.
- How did this initiative impact the culture of the organization? Are you measuring cultural change, and if yes how?

5. Lessons learned (max 500 words)

Explain the key learnings and recommendations that you would give to your peers who are seeking to transform their growth strategies in similar ways, changing the way sales and marketing work together and/or global and regional teams work together. (Suggested prompts to address below.)

- What lessons did you learn throughout the process? Beyond the changes cross-functionally, how has this process impacted the ways global and regional teams work together (if applicable)?
- How will this influence future marketing and sales initiatives?
- Describe the lessons learned with this initiative, what elements of the program contributed most to its success, and how the lessons and key success factors will influence future marketing initiatives.
- What recommendations would you provide to your peers?

6. Future plans (max 300 words)

Describe the next steps or stages for this initiative. (Suggested prompts to address below.)

- What's next for your organization? Will you scale this across regions/ divisions/ across other parts of your business (if applicable)?
- How do you continue to strengthen the sales and marketing alignment to drive business impact?
- What are your plans for continuing to fuel a customer-first culture?
- Provide details and data that demonstrate the long-term impact of the initiative.

7. Summary (max 150 words)

Summarize the most important reasons why your initiative deserves special recognition by Momentum ITSMA.

Please note: Applicants may provide additional materials to support their online submission; please note that the judges will look primarily at the main submission.

Submission guidelines for Best-in-Class Programs of the Year

This category celebrates outstanding achievements in a particular area based on the successful implementation of best practices to improve performance. This category includes the following awards:

- Advancing Thought Leadership
- Unlocking Partner Growth
- Scaling ABM Strategies
- Utilizing Customer Insights for Growth
- Enabling Sales

1. Submission overview (min 700 words, max 1,000 words)

Provide a 700-word summary on the marketing initiative: situation, solution, learnings, and results.

Please note that this section should not contain any confidential information.

Should your program be selected as a winner, this section will be posted publicly.

Please ensure any sensitive information is highlighted so that we can remove it before publication.

2. Situation (max 300 words)

Describe the business problem and/or opportunity that inspired the initiative. (Suggested prompts to address below.)

- What challenges and/or opportunities was the business or marketing facing?
- What occurred that called for a new initiative?
- What was the competitive situation (if applicable)?
- What approach was taken to gain a full understanding of the problem or opportunity?
- How did you quantify the need or opportunity (e.g. costs, potential savings, benefits, and/or market size)?
- How did you or your organization get buy-in and sponsorship for the initiative and with whom?
- Demonstrate an understanding of the business conditions and environment that your organization faced while developing your initiative and gaining sponsorship to proceed with it.

3. Solution (max 1,500 words)

What approach did you take to develop a plan and execute it to solve the problem or take advantage of the opportunity? (Suggested prompts to address below.)

- Detail the nature and scope of the solution/initiative, including your insight into the customer/market need.
- What were the major steps taken to execute?
- How was the initiative managed against plan?
- What resources were involved?
- Were there new types of collaboration across the organization or with partners?
- In what ways is the solution innovative within your company and your industry?
- Have you seen a competitive response to your initiative?
- Provide a clear and detailed description of the process and innovation involved in the solution, the resources allocated, how efficiently and effectively the initiative was carried out, what was

unique about the solution, and how your approach was new for the company and among competitors (if applicable).

4. Results (max 500 words)

Describe the business objectives and metrics that are/were being used to measure what has been accomplished to date. (Suggested prompts to address below.)

- How did you measure both marketing and business success?
- What quantifiable results have you been able to document?
- How important are these results to the company or division?
- Provide concrete data that documents the success of the initiative and demonstrates the appropriateness of the scorecard.

5. Lessons learned (max 500 words)

Explain the most difficult challenges you faced in executing the plan successfully and how you addressed them. (Suggested prompts to address below.)

- What challenges and roadblocks did you face?
- How did you overcome the challenges?
- What lessons did you learn throughout the process?
- How will this influence future marketing initiatives?
- Describe the lessons learned with this initiative, what elements of the program contributed most to its success, and how the lessons and key success factors will influence future marketing initiatives.

6. Future plans (max 300 words)

Describe the next steps or stages for this initiative. (Suggested prompts to address below.)

- What's next for this initiative?
- How are you building upon your success?
- How will you scale this across the marketing organization or the company/division (if applicable)?
- What results do you expect to accomplish with this initiative over the next year (e.g. revenue impact, profit impact, order pipeline impact, brand or reputation impact, customer engagement, renewal rate, referrals, win rate, etc.)?
- To what extent, if any, does this impact the future of marketing or your industry?
- Provide details and data that demonstrate the long-term impact of the initiative.

7. Summary (max 150 words)

Summarize the most important reasons why your initiative deserves special recognition by Momentum ITSMA.

Please note: Applicants may provide additional materials to support their online submission; please note that the judges will look primarily at the main submission.

Submission guidelines for Exceptional Leaders of the Year

This category recognizes forward-looking individuals for driving an outsized impact in their organizations and acting as change catalysts. This category includes two awards:

- GTM Leader of the Year
- Account-Based Marketer of the Year

Submission guidelines for GTM Leader of the Year

1. Submission overview (min. 300 words, max 500 words)

Provide a 300-word summary on the nominee's role, overall qualifications/experience, impact on their organization, and the industry. Most importantly, what did this person do to stand out or what set them apart from other marketers?

Please note that this section should not contain any confidential information.

Should your nominee be selected as a winner, this section will be posted publicly.

Please ensure any sensitive information is highlighted so that we can remove it before publication.

2. Performance (max 1,000 words)

Please give specific examples when answering the following questions.

- How has the nominee innovated within the organization and/or the industry?
- Detail quantifiable business impact and results of programs and solutions overseen by the nominee.
- Describe how the nominee is building the next generation of marketers within the organization.
- How does the nominee collaborate with other functional areas within the organization and with external partners?
- Does the nominee have support from and buy-in at the C-suite level?
- How has the nominee strengthened and raised the profile of the role of marketing within the industry?

3. Summary (max 150 words)

Summarize the most important reasons why your nominee deserves special recognition by Momentum ITSMA.

Please note: Applicants may provide additional materials to support their online submission; please note that the judges will look primarily at the main submission.

Submission guidelines for Account-Based Marketer of the Year

1. Submission overview (min. 300 words, max 500 words)

Provide a 300-word summary on the nominee's role, overall qualifications/experience, and impact on their organization. Most importantly, what did this person do to stand out or what set them apart from other ABM-ers?

Please note that this section should not contain any confidential information.
Should your nominee be selected as a winner, this section will be posted publicly.
Please ensure any sensitive information is highlighted so that we can remove it before publication.

2. Performance (max 1,000 words)

What approach did the nominee take to develop a plan and execute it to solve a problem or take advantage of an opportunity? (Suggested prompts to address below.)

- What were the major steps taken to execute?
- How was the nominee's initiative managed against the plan?
- What resources were involved?
- Were there new types of collaboration across the organization or with partners?
- In what ways did the nominee innovate within your company and your industry?
- How has the nominee invested in skills development and strengthened their team?

3. Results (max 500 words)

Please give specific examples when answering the following questions.

- How has the nominee achieved quantifiable results and had a positive business impact on the organization?
- Describe the business objectives and metrics that were used to measure accomplishments to date.
- How has the nominee had an impact on the overall practice of Account-Based Marketing?

4. Summary (max 150 words)

Summarize the most important reasons why your nominee deserves special recognition by Momentum ITSMA.

Please note: Applicants may provide additional materials to support their online submission; please note that the judges will look primarily at the main submission.