2025 CMA
Awards
Submission
Guidelines



Entry Submissions

The CMA Awards celebrate Canada's leading marketing campaigns and professionals. Annually we bring the marketing community together to witness the best of the best and award creative excellence.

The Annual CMA Awards, celebrating over 57 years of excellence in marketing, is now open for campaign entries. This iconic award show honors the best creative talent and ground-breaking campaigns across many different creative disciplines.

We are pleased to announce that Early Bird Pricing will be available on April 24th, 2025.

CMA encourages submitting entries early by offering multiple deadlines with increasing entry fee rates. The early-bird deadline offers the lowest entry fee. Entry fees are increased for the final deadline with pricing surcharge for non-member taking effect in the last few days.

Туре	Duration	Member Fee Per Entry	Non-Member Fee Per Entry
Early Bird	April 24- June 12 Deadline is June 12 at 1pm ET	\$350	\$475
Regular	June 12 – July 03 Deadline is July 03 at 1pm ET	\$450	\$650
Final	July 03 – July 17 Deadline is July 17 at 1pm ET	\$450	\$750
Extensions*	July 17 – July 22 Deadline is July 22 at 5pm ET	\$550	\$950

*Regular Awards Deadline Extension Fees

The final deadline extension to submit is July 22nd at 5:00 PM ET. To request this extension, please contact awards@thecma.ca prior to July 22nd.

The following Special Awards are complimentary to enter, deadline August 7th at 1:00 PM ET:

- Canada Post Direct Mail Award
- Environics Analytics Data-Driven Marketing Award
- LinkedIn B2B Marketing Award
- TikTok Power of Entertainment Award
- Cineplex Best in Cinema Award
- Global Creative Award

The following Premiere Awards are complimentary to enter, Deadline September 2, 1:00 PM ET:

- IGM Financial Marketer of the Year
- · Achievement in Marketing Award
- Lifetime Achievement Award

Entry Submissions

In this guide you find screen shots of what to expect when completing your submission. This will provide you with a guideline of the type of information that you will need to collect.

At the end of this guide, you will find some FAQs.

We wish you the best of luck when entering your submission.

Disciplines

Discipline	Description
Brand Building	Long-term marketing initiatives strengthen brand equity, drive awareness, shape consumer perception, and influence consumer behaviours and attitudes over time. Campaigns must be in-market for a minimum of four months to demonstrate sustained impact with strong results. Note: Short term campaigns should be submitted under Business/Brand Impact discipline.
	Success is defined by: •Achieving excellence in creativity and strategy, with the ability to show positive long-term business results based on stated objectives and KPIs. Results provided can vary (ex: sales, brand lift, measured insights, results and media). •Successful campaigns can also showcase a range of media and technology: digital, social, broadcast, out-of-home, print, as well as direct (not mandatory). •Campaign can be a product launch or traditional brand category.
Business/Brand Impact	Short term campaigns play a vital role in the success of building business through activating a rapid consumer response. As compared with "Brand Building", these efforts are designed to generate immediate outcomes, within one day to four months in market. These campaigns should demonstrate:
	•Seasonal or tactical advertising •The ability to drive positive outcomes as stated by the client's objectives including increase in sales, web or store traffic, event participation or rapid change in consumer behavior, increase in acquisition (which may include e-commerce success), conversation rates, retention and leads. •Provide the KPI that this campaign was designed to meet and how the campaign delivered against them. •An insightful, creative, or innovative means of engaging the consumer in any form(s) of media including broadcast, social, experiential digital, print, OOH, or direct

Disciplines

Discipline	Description
Customer Experience & Shopper Marketing	CX and shopper marketing drive sales and build brand equity with customers using a number of channels and tactics throughout the relationship. These initiatives can be online or offline and include: *Sweepstakes or Contests *Online Couponing *Digital Engagement *Event Activations *Elevent Activations *Gifts with Purchase (GWP) *Loyalty Rewards *Retail and In-Store Activity *E-Commerce and Online Activity *Packaging *Sampling *Partnerships/Sponsorships *Account-Based Marketing *Customer Lifecycle Programs *Channel Partner Marketing Programs *Channel Partner Marketing Programs *Shopper marketing encompasses successful marketing campaigns with customers at various points throughout the shopper journey. The campaign may focus on new customer acquisition, driving repeat purchases, increasing customer loyalty, strengthening partner relationships, or enhancing the overall customer experience and journey.
Engagement	Engagement is about the dialogue between brands and people—B2B, B2C, partners, or employees. To manage long-term relationships (quarterly, annually, or lifetime value-driven, as opposed to one-off tactics), this dialogue can incorporate personalization, experiential techniques, content-driven strategies, or community-focused approaches. Social media is used to spark continued exposure (earned media, impressions, and interactions) with: •Current News Items •Public Interest Topics •Influencer Marketing •Product Promotions or Organizational Updates Programs with a CRM or 1:1 focus on specific moments in the customer lifecycle such as: •Acquisition

Disciplines

Discipline	Description
Innovative Media	Campaigns that successfully leverage existing or new media channels to reimagine how customers interact with brands should demonstrate how media can harness creativity.
	These campaigns:
	•Live Beyond "The Moment" •Represent Innovation Within Existing Media Channels or Emerging Platforms •Drive Strong, Measurable Business Results
	Entries must outline how innovative media helped achieve the strategy. They should highlight creative solutions and media technologies that effectively influence or engage target audiences, demonstrating how technology drove results.
	Submissions should showcase media innovation with strong metrics supporting primary business KPIs. Strong entries will go beyond the client brief or pivot from traditional brand norms to highlight true innovation.
Public Relations	Public Relations is a critical marketing practice of skillfully communicating an organization, individual or program's message, using a variety of earned, owned, paid and shared tactics, to build mutually beneficial relationships with the public. A public relations strategy could include media campaigns, events, social media and stakeholder communications, among other activities.
	Campaigns can be identified as internal or external. Entries can be further categorized in two investment classifications: Campaign budgets between \$0 - \$50,000 Campaign budgets over \$50,000
	Note: Campaign budgets will be seen by the judges only . You can choose to not disclose budget.
	Entries can cover many areas including: • Crisis management
	 Corporate social responsibility Brand development
	• Community relations

Categories

Automotive	Business	Consumer Products & Services
Product and services include:	B2B product and services include:	Products intended for:
•Manufacturers •Dealers •Aftermarket •Automotive services	 Information technologies (ex: hardware, software and networking system infrastructure) Transportation Delivery Professional services (ex. real estate, legal, etc.) Business self-promotion (a company promoting to other businesses) 	 Personal care For use in the home These can include consumer goods, books, electronics, beauty products, consumer devices/software, sports/leisure equipment, clothing Entertainment services, cable, media, mobile, internet (not in a retail environment) *Excluding F&B, automotive, financial and health care products. Refer to these categories.

Financial	Food & Beverage	HealthCare
All financial product and services from financial institutions and include programs developed around:	Products intended for: • Consumer consumption	Products (OTC included) and/or services intended for maintenance and improvement of physical and mental health campaigns supporting pharmaceutical, health & wellness clinics/centres and hospitals.
•Lead generation •Traffic building •Customer service •Order generation •Database building •Retention or acquisition	*Excluding products for health care, personal care, or for the home.	
These can include all banking services, credit (cards), insurance, investment, new products and wealth management		

Categories

Retail/Consumer Businesses	Social Causes
Initiated by:	This includes:
•Retailers (off-line and online) including restaurants, gyms, and automotive retailers	•NGO
•Dealers	•PSAs
•Distributors, delivery services	•Charities
•Manufacturers	•Fund-raising
•Food services stores to build traffic and sales	•Causes
	•Foundations
These include catalogue and e-commerce websites and other interactive methods that include product information and	
ordering devices.	Associations, government, public sector supporting a specific social cause.

Criteria

Background and Marketing Challenge/Objectives	Strategy/Insights
Identify the key business challenge, market and competitive insights that led to this campaign. Could also be driven by an internal business challenge.	What was the strategic impetus and key consumer insight that shaped the campaign's direction?
Clarify if this campaign was a new initiative or an extension of a previous program.	What problem were you trying to solve and how did this strategic insight shape this campaign?
What were the quantifiable core business objectives (ex: "generate a lift of 2% in gross sales")?	What was unique and different about your approach?
Provide KPI's that support the business challenge that this campaign set out to address.	Who was the core target market/audience?
What were the campaign specific communication objectives (ex: "generate an increase in brand awareness of 5% points etc.)?	What behaviour or attitude were you trying to invoke? Research, insights, statistics, and any data supporting the strategy are key.
Include any key market and competitive insights.	nesearch, msignts, statistics, and any data supporting the strategy are key.

Criteria

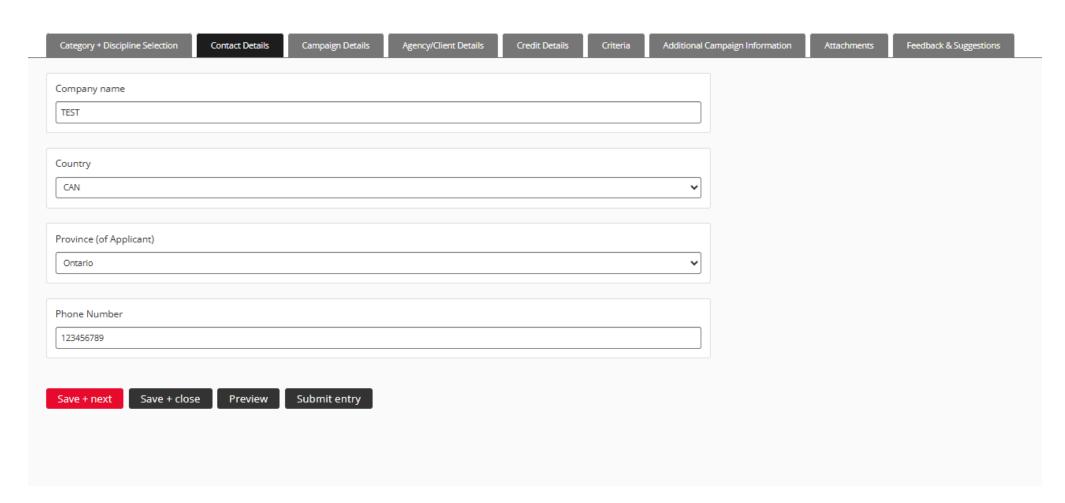
Creative Idea & Execution	Resu	ilts
How did your strategy manifest into a creative look and feel?	•	Confirm how your campaign performed against the numbers provided in the objectives section in Question 1. Did you reach your objectives?
What was the inspiration behind the creative idea (can be tied to insights)? How did you leverage the many platform/media options to further amplify your creative product?	•	Identify KPIs (key performance indicators) that proved your marketing initiative delivered a positive business impact for the advertiser.
And how did the creative idea manifest itself across various channels?	•	Understanding that some results are confidential, try to provide at minimum, comparisons like industry benchmarks, past results from the company, showing growth % etc.
What made it stand out and be noticed by your target?	•	Highlight the use of data and analytics in driving and measuring marketing effectiveness

Category + Discipline Selection

Category + Discipline Selection	Contact Details	Campaign Details	Agency/Client Details	Credit Details	Criteria	Additional Cam	paign Information	Attachments	Feedback & Suggestions
③ Step 1 ∨									
Choose a category Name your entry Select a discipline									
If you would like to enter into multiple	categories, feel free to c	copy your entry via <i>My ent</i>	tries.						
Category									
Member						~			
Automotive						~			
Product and services include:									
Manufacturers Dealers Aftermarket									
Automotive services									
Download blank entry PDF for refer	ence								
Campaign Name									
TEST									
Discipline:									
Brand Building						~			
Long-term marketing initiatives strengt	hen brand equity, drive	awareness, shape consur	mer perception, and influence	consumer behaviours	and attitudes o	ver time.			
Campaigns must be in-market for a	minimum of four mon	ths to demonstrate sust	tained impact with strong re	sults.					
Note: Short-term campaigns (under	four months) should b	e submitted under Busi	ness/Brand Impact disciplin	е.					
Success is defined by:									
 Achieving excellence in creativity ar vary (ex: sales, brand lift, measured 			term business results based o	n stated objectives and	l KPIs. Results p	rovided can			
Successful campaigns can also show	vcase a range of media	and technology: digital, so	ocial, broadcast, out-of-home,	print, as well as direct	(not mandatory).			

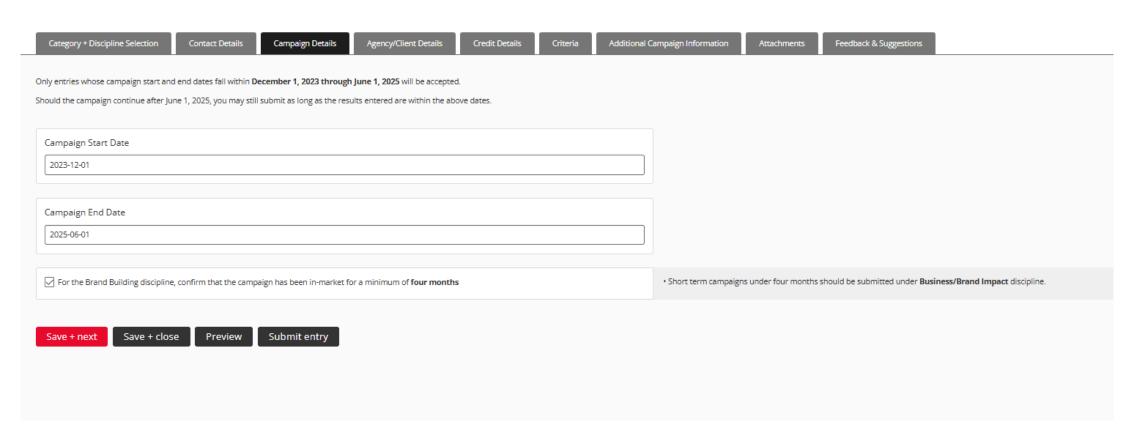
Contact Details

My entries → Entry form → Edit entry



Campaign Details

My entries → Entry form → Edit entry



Agency/Client Details

My entries → Entry form → Edit entry

Category + Discipline Selection	Contact Details	Campaign Details	Agency/Client Details	Credit Details	Criteria	Additional Campaign Information	Attachments	Feedback & Suggestions
Agency Details								
Agency Name								
TEST								
Agency Country								
CAN						*		
Agency Phone Number								
123456789								
Client Details Client Company								
теят								
Client Country								
CAN						~		
Con the section								
Client Phone Number								
Client Approver Name								
TEST								
Client Approver Email								

Social Media Handles

Social Media					
Agency Twitter	Handle (Put N/A if no	ot available)			
Client Twitter H	landle (Put N/A if not	available)			
Save + next	Save + close	Preview	Submit entry		

Credit Details

My entries → Entry form → Edit entry

All questions must be answered, unless marked optional.

Category + Discipline Selection Contact Details Campaign Details Agency/Client Details Criteria Additional Campaign Information Attachments Feedback & Suggestions

Please ensure accuracy as these credits will be used on the awards website.

EXAMPLE: Chief Creative Officers: First Name Last Name - Executive Creative Director: First Name Last Name Last Name

If you have multiples names under a title please seperate with a comma.

Team Members

NA

Save + next Save + close Preview Submit entry

Criteria

Category + Discipline Selection

Contact Details

Campaign Details

Agency/Client Details

Credit Details

Addition

Agractioners

Energhan's & Suppressions

⊕ Important Note
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DO NOT include the agency name in the body of test ensered in the fields below. DO NOT include if this campaign was done pro-bono.

Background and Marketing Challenge/Objectives	2 / 1300 characters	 Identify the key business challenge, market and competitive insights that led to this campaign. Could also be driven by an incernal business challenge. Clarify if this campaign was a new initiative or an extension of a previous program. What were the quantifiable core business objectives (ex. "generate a lift of 21% in gross sales")? Provide KPI's that support the business challenge that this campaign set out to address. What were the campaign specific communication objectives (ex. "generate an increase in brand awareness of 5% points etc.)? Include any key market and competitive insights. 		
118				
Strategy/Insights	2 / 1600 characters	What was the strategic impeaus and key consumer insight that shaped the campaign's direction? What problem were you trying to solve and how did this strategic insight shape this campaign?		
NA.		What problem were your approach? What was unique and different about your approach? Who was the core target market/audience? What behaviour or attitude were you trying to invoke? Research, insights, statistics, and any data supporting the strategy are key.		
Creative idea	2 / 1600 characters	How did your strategy manifest into a creative look and feet? What was the inspiration behind the creative idea (can be tied to insights)?		
NA ::		How did you leverage the many platform/media options to further amplify your creative product? And how did the creative idea manifest itself acrovarious channels? What made it stand out and be noticed by your target?		
Results	2 / 1200 characters	Confirm how your campaign performed against the numbers provided in the objectives section in Question 1. Did you reach your objectives?		
NA .		 Identify KPIs (key performance indicators) that proved your marketing initiative delivered a positive business impact for the advertiser. Understanding that some results are confidential, try to provide at minimum, comparisons like industry benchmarks, past results from the company showing growth % esc. Highlight the use of data and analytics in driving and measuring marketing effectiveness. 		
Website Write Up:	2/350 characters	Should your campaign win GOLD, please include a write-up for the public CMA website: Please use full sentences.		
NA.		EXAMPLE: Destination Pride launched globally with over 100 geographically individualized Facebook Ad campaigns running in 92 countries and in 46 languages. Each ad campaign targeted people interested in LGBTQ+ topics, groups and events, and travel. Ads were also contextual to local news event		

Additional Campaign Information

My entries → Entry form → Edit entry

All questions must be answered, unless marked optional.

Save + close

Preview

Submit entry

Provide Result Sourcing Details (optional) To support the validity of your results, please provide details on data sources (e.g., third-party validation, internal metrics, research reports, etc.). This information will be reviewed by the judging panel but will remain confidential and will not be made public. Provide a Public Link to Help Showcase Your Campaign (If Selected as a Gold Winner) (optional) CMA regularly receives requests from members and attendees who want to explore winning campaigns in more depth. To help support this, we're collecting optional public links that may be used to further showcase your work if your entry is selected as a Gold winner. If applicable, please provide a public link (e.g., video, case study, article, PDF, or campaign webpage) that offers additional context about your campaign. If your entry wins Gold, CMA may feature this link alongside your campaign summary on our website. Note: Providing a link is entirely optional and is not part of the judging process.	Category + Discipline Selection	Contact Details	Campaign Details	Agency/Client Details	Credit Details	Criteria	Additional Campaign Information	Attachments	Feedback & Suggestions	
NA If applicable, please provide a public link (e.g., video, case study, article, PDF, or campaign webpage) that offers additional context about your campaign. If your entry wins Gold, CMA may feature this link alongside your campaign summary on our website.		(optional)				1 / 1000 word				
					collecting optional public links that If applicable, please provide a publ your entry wins Gold, CMA may fea	may be used to furth ic link (e.g., video, cas sture this link alongsion	ner showcase your work if your e se study, article, PDF, or campaig de your campaign summary on c	entry is selected as a Gold winner. gn webpage) that offers additional context about your campaign. If		

Attachments

Category * Discipline Selection

Additional Campaign Information

Feedback & Suggestion

Attachments information >

Accepted File Formats

PLEASE NOTE: Agency names MUST NOT appear on any submitted materials, except in the Information tab. Please check document headers and footers carefully before submitting files and set up an alias for website URL's hosted by an agency. Client hosted URLs are accepted.

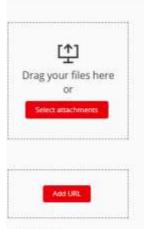
- Video (avi .m4v .mov .mp4 .mpeg .mpg .srt)
- Audio (mp3)
- · Image (.pdf, .jpg, .png)
- Website (URL) website URLs are accepted. For websites that cannot be accessed publicly (i.e. intranet websites), entrants are recommended to take screenshots and assemble them in a multi-page PDF file. Please be sure to alies your website URLs away from addresses that identify the submitting agency. Client. URLs are accepted.
- . Documents (pdf)

Important:

- · No video attachment required to enter.
- . Maximum size for any upload is 1GB and no longer than 2 minutes in length.
- . Should your entry have a commercial, please upload the commercial as it would have aired with sound and no added result overlays.
- . When uploading attachments please include only the most relevant creative examples that are supporting this entry.

NO MORE THAN 6 CREATIVE ELEMENTS WILL BE ACCEPTED

(this includes file attachments and URLs.)



0/8 attachments

Save + close

Preview

Submit entry

Feedback & Suggestions

Category + Discipline Selection

Contact Details

Campaign Details

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Criteria

Additional Campaign Information

Attachment

Feedback & Suggestions

Attachments Information >

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PLEASE NOTE: Agency names MUST NOT appear on any submitted materials, except in the Information tab. Please check document headers and footers carefully before submitting files and set up an alias for website URL's hosted by an agency. Client hosted URLs are accepted.

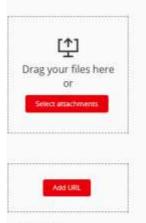
- . Video (avi..m4v.mov.mp4.mpeg.mpg.srt)
- · Audio (mp3)
- · Image (.pdf, .jpg,.png)
- Website (URL) website URLs are accepted. For websites that cannot be accessed publicly (i.e. intranet websites), entrants are recommended to take screenshots and assemble them in a multi-page PDF file. Please be sure to alies your website URLs away from addresses that cannot be accessed publicly (i.e. intranet websites), entrants are recommended to take screenshots.
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(this includes file attachments and URLs.)



0/8 attachments

Save a next

Save + close

Preview

iow.

Submit entry

Question	Details
Where do I submit entries and how do I create an account?	All submissions will be entered on Awards Force.
What is the cost and entry deadline?	 CMA encourages submitting entries early by offering multiple deadlines with increasing entry fee rates. The early-bird deadline offers the lowest entry fee. Entry fees are increased for the final deadline with pricing surcharge for non-member taking effect in the last few days.
CMA Awards Entry Deadlines 2025	 Early Bird Deadline June 12, 2025@1 PM ET Member Pricing: \$350 Non-Member Pricing: \$475 Regular Deadline July 03@1 PM ET Member Pricing: \$450 Non-Member Pricing: \$650 Final Deadline July 17@1 PM ET Member Pricing: \$450 Non-Member Pricing: \$750
Deadline Extension Fees	 The final deadline to submit is July 22nd at 5 PM ET. If you require an extension below is a list of the fees. To request an extension please contact <u>awards@thecma.ca</u>. Member: \$550, Non-Member: \$950
Special Awards	 Annually, we present a series of Special Awards that are complimentary to enter. This year's Special Awards are the following: Canada Post Direct Mail Award Cineplex Best in Cinema Marketing Award Environics Analytics Data-Driven Marketing Award LinkedIn B2B Marketing Award TikTok Power of Entertainment Award

Question	Details
Why are there multiple deadline dates?	 CMA encourages submitting entries early by offering multiple deadlines with increasing entry fee rates. The early-bird deadline offers the lowest entry fee. Entry fees are increased for the final deadline with pricing surcharge for non-member taking effect in the last few days.
When does Early Bird Pricing End?	Early bird pricing will end on June 12 at 1 pm ET.
How do I know if I'm a CMA member?	 CMA membership is assigned to companies. Therefore, if your organization is a CMA member, you are a CMA member. Find out if you/your organization is a CMA member by viewing the member directory.
What is the cancellation/refund policy for entries submitted?	 Refunds can be made only if written notification of the entrant's wish to withdraw their entries reaches the CMA office before June 21. Refunds made up until this date will be subject to a \$95 administrative cancellation fee. No refunds will be considered by the CMA after June 21, regardless of any extension to the entries deadline. Entries can only be cancelled by the CMA and cannot be cancelled or removed from the CMA Awards in any way after June 21.

Question	Details	
What are the dates for campaign eligibility for 2025?	Your campaign must have results tabulated between December 1, 2023 and June 1, 2025. Entries containing results tabulated after June 1, 2025 may be disqualified at the discretion of committee and CMA. CMA is not responsible for any entrant submission error. The decision of committee and CMA is final.	
What is the criteria for submitting an entry?	Criteria for different disciplines and categories can be accessed through the entry form in Awa Please note that there is a character limit (that includes spaces).	ards Force.
How many creative files will be accepted?	A maximum of 6 supporting files will be accepted. Attachments are optional (including videos maximum file size for any upload is 1GB and no longer than 2 minutes in duration. If a PDF is submitted with multiple creative elements, each creative element is counted as 1 a The following file formats accepted are: Video (.avi .m4v .mov .mp4 .mpeg .mpg .srt), Audio (r Image/Document (.pdf, .jpg, .png), Documents (pdf) and Website URLs.	attachment.
How many times can I enter a campaign?	CMA limits the submission of each unique campaign to 5 times or less. The campaign can be across any of the disciplines/categories. This limit does not apply to special awards (Direct Mail Award, Data-Driven Marketing Award, Equity Award and B2B Marketing Award). Organizations can submit an unlimited number of unique campaigns.	
My campaign ran in the US, is it still eligible?	Campaigns that ran in Canada or campaigns that ran in other markets but were developed by marketers for Canadian clients are eligible for entry. CMA reserves the right to reassign the encategory at any time.	

Question		Details
Who can help me decide which category my campaign should be submitted into?	•	Contact <u>awards@theCMA.ca</u> for assistance in determining into which category(s) your campaign should be entered. We are happy to help!
Why is my text cut off in one or more of the boxes for campaign details?	•	Each section contains a maximum character count.
When will I find out if my submission has been shortlisted?	•	Notifications will be emailed to the individual listed as the contact person for each entry that is shortlisted by early September.
PayPal won't accept or process my credit card. Who do I contact for assistance?	•	If you are having difficulties processing payment through our PayPal account online, please contact awards@theCMA.ca .
I can't upload my supporting documents. Who do I contact?	•	Please contact Award Force technical support at support@awardforce.com .

Question	Details	
How do I enter the Canada Post Direct Mail Award? What is the entry fee?	 The Canada Post Direct Mail Award is free to enter. Please review the requirements carefully to ensuentry is eligible. 	ure your
How do I enter the LinkedIn B2B Marketing Award? What is the entry fee?	 The LinkedIn B2B Marketing Award is free to enter. Please review the requirements carefully to ensure your entry is eligible. 	
How do I enter the Environics Analytics Data-Driven Marketing Award? What is the entry fee?	 The Environics Analytics Data-Driven Marketing Award is free to enter. Please review the requirements carefully to ensure your entry is eligible. 	
How do I enter the Meta Business Equity Award? What is the entry fee?	 The Meta Business Equity Award is free to enter. Please review the requirements carefully to ensure your entry is eligible. 	
How do I enter the TikTok Power of Entertainment Award? What is the entry fee?	 The TikTok Power of Entertainment Award is free to enter. Please review the requirements carefully to ensure your entry is eligible. 	

Thank you!