



Marketing Campaign Awards

Your Entry Guide

Visit bpma.co.uk/productawards for more information and terms and conditions of entry.

Entries open 08:00 01.09.26 – 17:00 26.10.26

Contents

3. Entry Timeline

4. About the Marketing Campaigns

7. How to Enter

8. What Judges are Looking For

10. FAQs

11. Terms & Conditions

Entry Timeline

**1st September
2026**

Entries open at 08:00

For BPMA Members only

**26th October
2026**

All Entries close at 17:00

December 2026

Shortlist released

**10th December
2026**

Winners announced at
the BPMA Christmas
Lunch at The
Underglobe, London

About the Marketing Campaigns

We are now inviting member Suppliers and Distributors to enter categories which will be awarded at the BPMA Christmas Lunch in December 2026.

- Supplier Marketing Campaign
- Distributor Marketing Campaign

Entries open 1st September and close on 26th October 2026.

Entries are open to all qualifying BPMA members, noting that multi-channel members who wish to enter the Marketing Campaign Awards can enter as a supplier or distributor.

Each category can be entered only once. There is no charge to enter these categories.

Marketing Campaigns Awards

Have you been promoting your business, a brand or a client in the last year? Have you produced an integrated marketing campaign which champions creativity, innovative ideas and delivered an exemplary return on investment?

If the answer is yes, enter your campaign for the chance to win the prestigious BPMA Marketing Campaign Award. Choose your appropriate category for either Suppliers or Distributors.

With an independent panel of judges waiting in anticipation to see what our industry is made of and no charge to enter, don't delay and submit your entry today.

What's involved

Great campaigns involve many different channels and mediums from digital to print to direct. To enter for this award, your entry must include 1 digital component executed online to promote a product or service.

Campaigns can also include

- online advertising
- viral marketing
- email marketing
- direct marketing
- integrated online and offline campaigns.

Marketing Campaigns Awards

We're looking for effective campaigns

Entrants should demonstrate the effectiveness of the campaign in generating business directly or indirectly. Judges will be looking for ROI or tangible business benefit.

Your entries should include:

All marketing collateral connected to the campaign, including one digital piece. Using the online Entry Form, you will be asked to provide:

- Background information covering the purpose and objectives of the campaign
- Description of campaign rollout and the platforms used
- Results, including engagement and ROI

Entry terms

A maximum of 1 (one) entry per company will be accepted in the appropriate category. All award entries must be submitted via the awards platform by 26th October 2026. An email will be sent to confirm receipt of the entry. Proof of entry is not proof of receipt. Please see full Terms & Conditions for details. There is no charge to enter these categories.

How to Enter

Entry is via our online platform. Visit bpmaawards.awardsplatform.com. Entries open 08:00 on 1st September.

Follow the steps below to enter the categories, noting entries open on 1st September 2026 and cannot be submitted before this date.

01 Visit the online platform to sign in or and create a user profile

02 Choose the relevant Category to enter

03 Agree to the Terms and Conditions

04 Submit and enter.

Under your profile, you can draft and submit your entries, noting no fees apply.

Please follow the entry instructions carefully and include all relevant images, information and certifications to support your entries.

Please note:

- All fields must be completed.
- You can supplement your submission with images, videos and links to information for the judges to consider.
- Incomplete entries may be dismissed or disqualified.
- As you complete your entry, you will see helpful criteria and notes to ensure you are able to submit the correct information in each submission.
- We recommend creating your profile, choosing the relevant category, understanding the questions and criteria then drafting each submission before entering.
- Once you have submitted your entry, you can edit it until the closing date.
- There are limits to the number of entries a member can submit. Please read the terms carefully.

What Judges are Looking For

In every category, we have asked a range of questions about your campaigns, the evidence we are looking for to support your entry including images, videos, presentations plus results. We will note if any exclusions apply. The presentation of your entry is important to ensure every judge who reviews your submission understands your entry and why you think it's an award winner.

Our independent panel of judges will be looking for the following: originality, innovation, creativity, ethical and sustainable credentials where relevant, value for money, effectiveness and any other criteria specified in the category.

Scoring

Your entries will be scored on

- Responses to the questions
- The supporting story and documentary evidence
- Your market positioning
- Unique selling proposition

Tell the judges why the campaign is a winner!

Judges will be looking for campaigns that have met the goals they set out to achieve. This can be demonstrated in a number of ways, but simple facts and figures often tell the story best. Qualitative feedback and responses are also important when applicable – so quote your audience as this can make the entry more compelling.

What Judges are Looking For

Use context

The judges are experts in their field but may not use internal industry jargon. Think of your entry as your elevator pitch to a new buyer – make them understand why this campaign is important to the audience you want to sell to, but not necessarily the minutiae behind it.

Bring your entry to life with images and videos

On the entry form, it will prompt you to provide images and videos. There are minimum and maximum file sizes, so make sure you read this carefully. We will be celebrating our shortlisted and winners at the BPMA Annual Awards night in January 2027, so bear this in mind.

The use of video gives you the chance to bring your entry to life and give the judges something different to see than still documents and images. The video doesn't need to be high quality or take up extra time; you could upload a campaign video or do an interview with the team behind the campaign – let them tell the story in their own words. Get creative!

Keep it concise and don't forget to check your spelling!

Keep in mind that judges may judge a lot of entries as part of the judging process. Get as many eyes on your entry before you submit as possible, and listen to feedback. Delete unnecessary jargon, check your spelling. This applies to supporting material as well. Do you have 15+ great campaign images? Great! Put them into one clear PDF so that judges don't have to open all 15. Keep things simple!

FAQs

Which categories can we enter?

There are 2 categories to enter, only open to BPMA members:

The Marketing Campaign: Suppliers

The Marketing Campaign: Distributors

Who can enter The Marketing Campaigns Awards?

The BPMA Marketing Campaigns Awards are only open to BPMA Members. There is a category for Distributors and a category for Suppliers. For more details, see the Terms & Conditions. If you are a multi-channel supplier, you will need to select a suitable category (usually Supplier) to enter. Please contact us if you are unsure and need advice.

Can I enter a client's campaign?

Yes. You can enter a client's campaign that you have helped with. Permission from the client must be given before putting the campaign forward

When is the closing date?

Entries for The Marketing Campaigns Awards will close at 17:00 on 26th October 2026. If fewer than 20 entries are received by this date, the BPMA reserves the right to extend the closing date.

How will I know if my submission has been received?

Once you have submitted your entry, you will receive an email confirming your entry name and the category you have entered. This email will also contain a unique reference number that will be used in future correspondence relating to your entry.

If you do not receive your confirmation email, please contact awards@bpma.co.uk. Please note that we cannot be held responsible for any server, technical or broadband issues.

Are there Terms & Conditions?

Yes, and you can find these at bpma.co.uk/mccategories

Is there a limit on the number of entries?

Members can submit 1 x entry in the appropriate category.

FAQs

What kind of evidence do we need to submit with our entries?

We are requesting evidence of your campaign effectiveness and any relevant results, images or collateral relevant to the entry. This applies to all two categories.

Can we edit our entries after we have submitted them?

If you want to edit your entry after you have submitted, you can ask for access to these before the entry deadline. It is important to note you must re-submit by the entry deadline of 17:00 26th October 2025 for your entry to be recognised. The BPMA cannot submit entries on your behalf.

When will we find out if our entries have been shortlisted?

Our shortlist will be announced in November 2026 via email and social media. All shortlisted entrants will receive a communication in advance of the public announcement. This timing is subject to change.

How are the entries judged?

Marketing Campaigns Awards: an independent panel made up of end users Judge these categories.

Full details on the judging criteria can be seen in our terms of entry.

Can we get feedback on our entry?

If you require specific feedback on your entry, this may be provided on request after the Awards are concluded. We reserve the right not to provide feedback. Please note we cannot comment on any submissions during the judging process and some comments may not be shared.

FAQs

When and where are the winners announced?

The winner for each category is presented at the BPMA Christmas Lunch on 10th December 2026, The Underglobe, London.

Is there a charge to enter these categories?

There is no charge to enter the Marketing Campaigns Awards.

Categories

The Marketing Campaign: Suppliers

The Marketing Campaign: Distributors

Can the BPMA provide any guidance?

The BPMA can help advise but they are unable to vet, proof read or edit any part of your entry or discuss any aspect of entries received.

Terms & Conditions

These terms and conditions relate to entries for:

- Marketing Campaign : Supplier
- Marketing Campaign : Distributor

Promoter: British Promotional Merchandise Association Ltd

Marketing Campaigns Awards General Terms & Conditions of Entry

1. These categories are only open to BPMA members. There is no charge for entries.
2. Marketing Campaigns are open to BPMA supplier and distributor members only and members should select the appropriate category.
3. There are two categories open for Marketing Campaign Awards, for suppliers and distributors: Marketing Campaign: Supplier and Marketing Campaign: Distributor
4. Entries close at 17:00 Monday 26th October 2026 for both categories.
5. Marketing Campaigns: only one (1) entry per company and member type. Multiple entries will be rejected. Suppliers who are considered multi-channel can only select one category and are not permitted to enter both categories.
6. Campaigns submitted must relate to the period 30th September 2025 – 1st October 2026.

7. How to enter

- Entries must be submitted on the official Awards website, selecting either the Marketing Campaign supplier or distributor category. Entrants must be registered to access this entry process. Please visit bpma.co.uk/awards for links and information.
- Each entry must feature a marketing campaign to promote the entrant's own business according to the criteria for each category.
- Each question must be completed before submission can take place.
- Each entry must include one piece of digital marketing that has been executed online.
- Entries can include online advertising, viral marketing, email marketing and integrated online and offline campaigns.
- You will be required to supply results that demonstrate an effective campaign which can consist of sales, an increase in orders, client satisfaction surveys and any measurement which evidence success.
- Please complete all sections of the online Entry Form and submit using the Awards platform no later than Monday 26th October 2026.
- Once entries have been submitted, the Awards platform will acknowledge entry receipt. Proof of entry is not proof of receipt.

Terms & Conditions

8. Judging

- An independent panel of judges (non-industry judges) will assess each entry, providing an overall score. The highest scoring entry in each category will receive the relevant Marketing Campaign Award, presented at the BPMA Christmas Lunch on 10th December 2026. In the event of a tie in either category, each judge will rank their preference to select a winner.

9. Moderation and vetting:

- The BPMA will vet each entry in line with the BPMA Code of Conduct and the CAP Code (non-Broadcast advertising code) to ensure all materials meet the marketable criteria.
- All judging is moderated to ensure fairness and equality between panels. All possible steps are taken to avoid judges in panels where they have a vested interest. However, where a vested interest is unavoidable, a judge will not mark, score or comment on that entry during the process and the entry will not be penalised as a result. All nominations are vetted for compliance with these Terms and Conditions together with legal compliance where applicable. Entries may be downgraded or disqualified at this stage.

10. In the event of circumstances outside the reasonable control of the BPMA, or otherwise where fraud, abuse, and/or an error affects or could affect the proper operation of these awards or the awarding of prizes, and only where circumstances make this unavoidable, the Promoter reserves the right to cancel or amend the awards or these Terms and Conditions, at any stage, but will always endeavour to minimise the effect to entrants in order to avoid undue disappointment.

11. All entries will remain the property of the BPMA, and the Association may wish to use information in them in PR activity, case studies or educational content without payment to entrants. Please ensure any information that is confidential and for the judges' eyes only is clearly marked as such in your submissions, any failure to do so is the sole responsibility of the entrant.



bpma

**MARKETING
CAMPAIGNS
AWARDS
2026**

Marketing Campaign Awards

Need more assistance?

If you'd like help or advice, please contact the BPMA on 01372 371184 or via awards@bpma.co.uk.

Please note:

The categories for entry open on 1st September and close on 26th October. Each member must register to enter.

Terms & Conditions of entry apply.

Visit bpma.co.uk/awards for more information on all BPMA Awards.